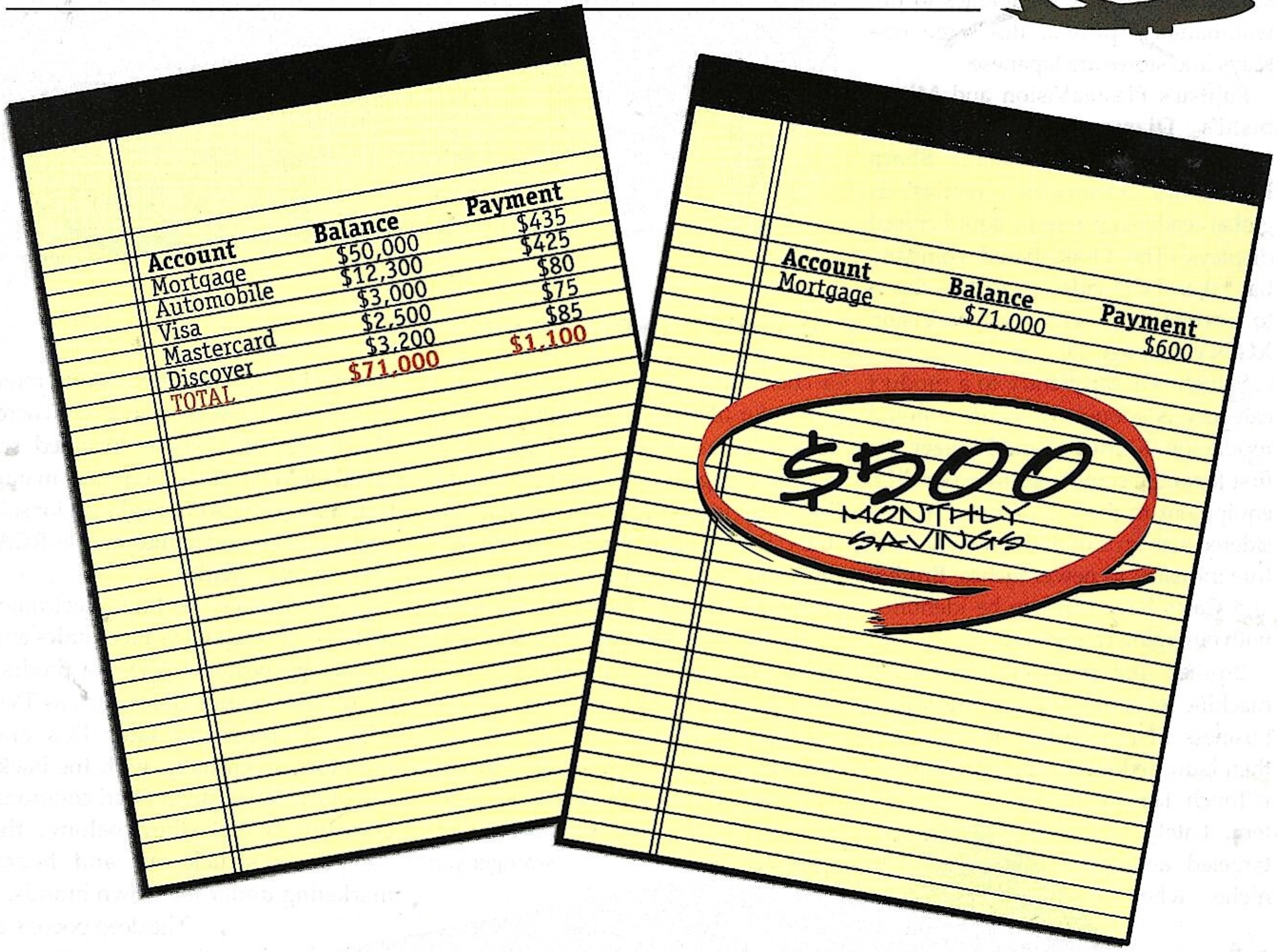
Northwest Airlines World Traveler*

(*June 1997; begins on Page 27 with story in progress on Page 28)

Debt. Departure.



Account	Balance	Payment
Mortgage	$50,000	$435
Automobile	$12,300	$425
Visa	$3,000	$80
Mastercard	$2,500	$75
Discover	$3,200	$85
TOTAL	$71,000	$1.100

Account	Balance	Payment
Mortgage	$71,000	$600

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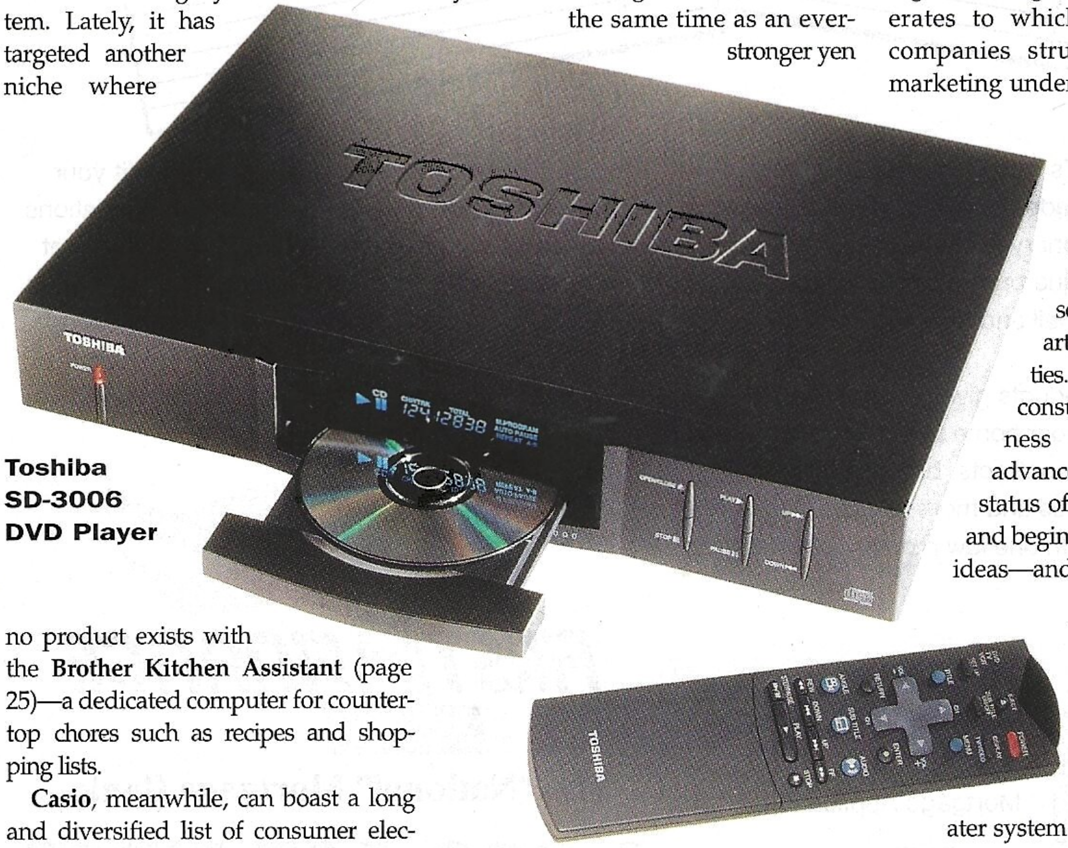
continued from page 26

new technologies such as the flat-panel screen. But the first companies to put wall-hanging plasma discharge displays into stores are Japanese.

Fujitsu's PlasmaVision and **Mitsubishi's DiamondPanel** televisions (page 26) arrive this fall. **Sharp Electronics**, meanwhile, retains its global leadership role in liquid-crystal displays. The Osaka-based company has taken LCD video projectors down to portable-size with its **NoteVision XG-NV1U** (page 25).

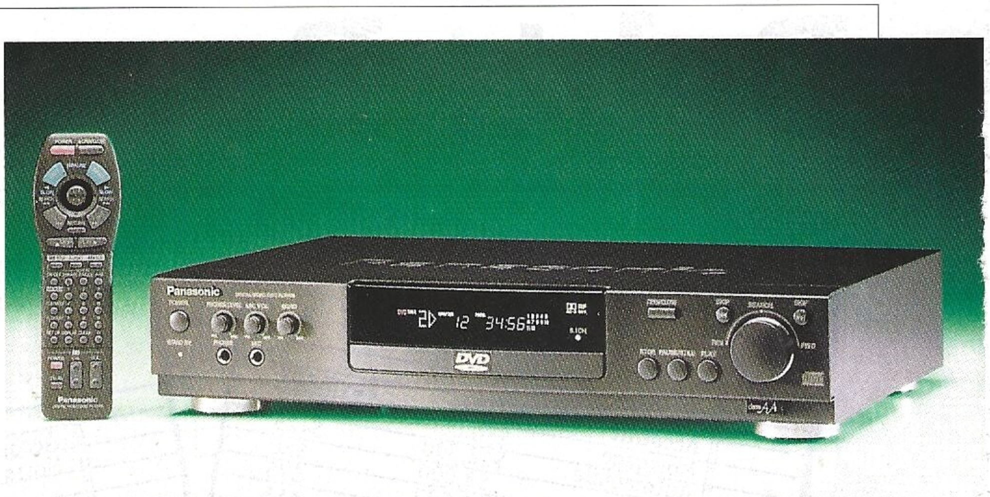
Sometimes, early entry to a product category is enough to secure a brand reputation. **Kenwood** and **Pioneer**, the first Japanese companies to export hi-fi equipment to the U.S., are today considered stalwarts of that somewhat mature industry. In newer niches, **Brother** and **Casio** have come to be identified with emerging categories.

Brother first parlayed its sewing-machine expertise into a successful business in typewriters and printers, then launched a new industry with its P-Touch labeling system. Lately, it has targeted another niche where no product exists with the **Brother Kitchen Assistant** (page 25)—a dedicated computer for countertop chores such as recipes and shopping lists.



Toshiba SD-3006 DVD Player

Casio, meanwhile, can boast a long and diversified list of consumer electronics innovations. But in 1995, it took a chance that the general public was ready for filmless, digital snapshooters and launched its **QV-11 Digital Still Camera** (page 30). Today, filmless photography is a fast-growing business in the U.S. and Japan. About a million will be sold in each country this year—with 20 brands now vying for the business. Casio has the manufacturing lead, and retains the leading market share.



Panasonic DVDA-300 DVD Player

KOREA GEARS UP

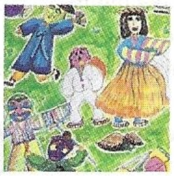
Consumer electronics emerged strongly in Korea during the 1980s, at about the same time as an ever-stronger yen began making Japanese exports more expensive in the U.S. and elsewhere. The more costly goods included so-called OEM (original equipment manufacturer) products built in Japan for sale under other brand names such as **RCA**, **Magnavox** or **Zenith**.

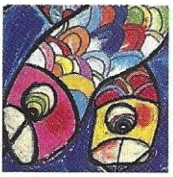
Thus Korea's leading electronics makers—**Daewoo, LG Electronics** and **Samsung**—began as low-cost producers of OEM commodities such as TVs, VCRs, stereos and later PCs and monitors. Eventually, with the backing of the large, diversified conglomerates to which they belong, the companies struck out and began marketing under their own brands.

The deep pockets of those corporate parents also funded significant investment in advanced technology, such as microprocessors, and in state-of-the-art manufacturing facilities. Consequently, Korea's consumer electronics business has been able to advance beyond the me-too status of commodity products and begin delivering innovative ideas—and styling.

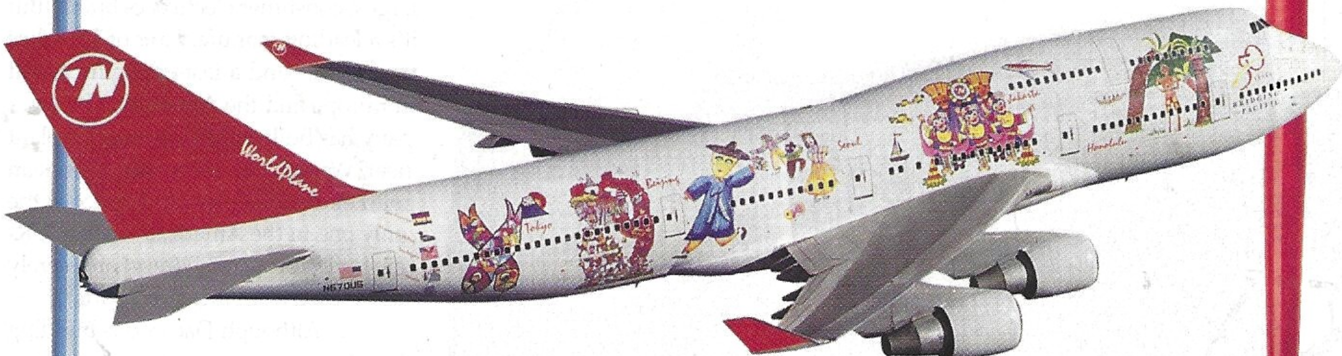
Samsung's GXTV Television (page 30) and **SensPro Lite Portable PC** (not shown) are examples. The first is a personal home-theater system of radical design. The

continued on page 30

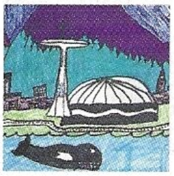

Seoul


Tokyo

Children Supplied The Art.



We Supplied The Canvas.


Seattle

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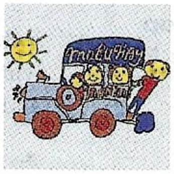
Manila

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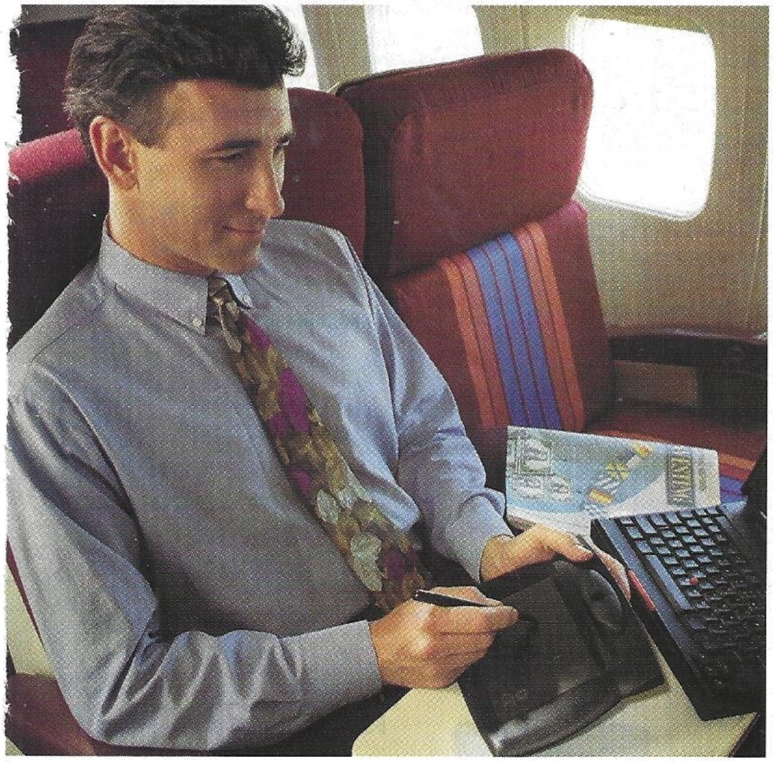

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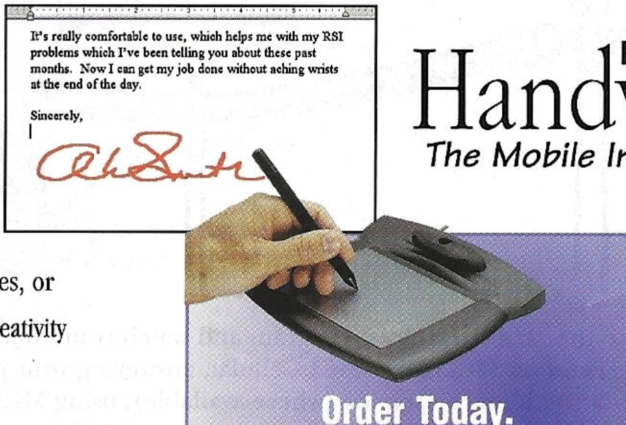

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continued from page 28

laptop PC's keyboard folds out to assume a convex, ergonomic shape. And its color LCD screen is Samsung-made—a new challenge to Japan's LCD fabricators.

Lately, Korea's consumer electronics manufacturers find themselves on the horns of dilemma. Though competitive in every sense, their growth is somewhat stymied by a lack of brand-recognition in brand-conscious markets such as the U.S. Consequently, they've taken a two-fold tack to overcome this handicap. One route is to make big investments in market-share leaders, while the other seeks to acquire leading brand-names.

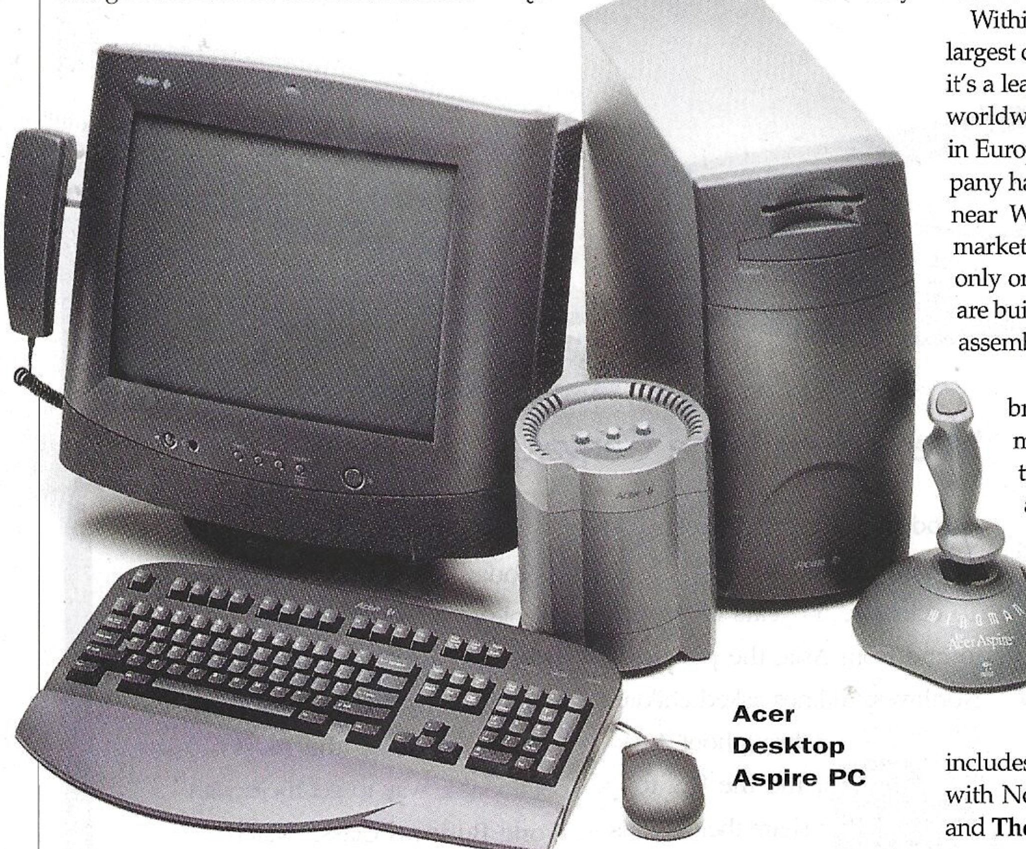
Samsung, for example, recently acquired U.S. computer maker **AST**, and is persistently rumored to be negotiating for rights to the **Magnavox** brand, now owned by **Philips Electronics** of the Netherlands. **LG Electronics**, formerly known as Lucky Goldstar, is making a big push in Europe under the **LG** brand. In the U.S., though, the company has reined in the brand for consumer electronics.

But LG is the majority owner of Zenith Electronics—second only to the combined TV sales of RCA and General Electric, and a major contributor of patented technology to high-definition TV system that hits U.S. airwaves this fall. LG will concentrate its technological and manufacturing support there and in related areas, such as flat, high-resolution display tubes for PCs.

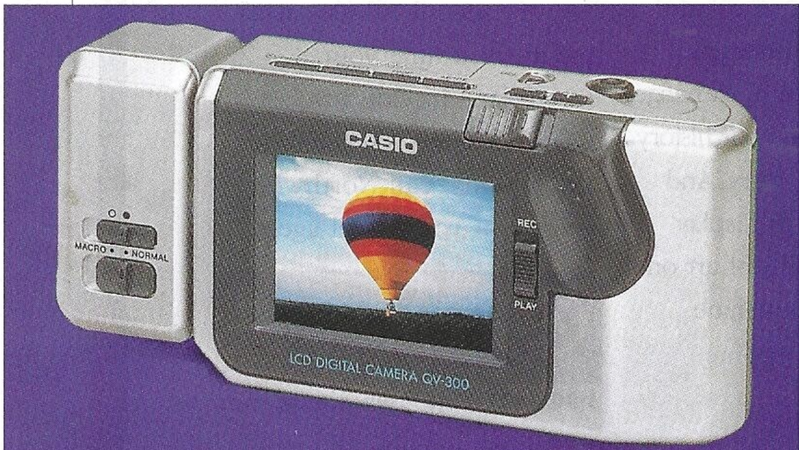
Within Korea, **Daewoo** is the third-largest consumer electronics brand. But it's a leading manufacturer of TV tubes worldwide, and a fast-emerging brand in Europe and the Americas. The company has built a high-volume TV plant near Warsaw, to serve the European market. And its plant in Mexico is the only one in the Americas where VCRs are built from scratch (most are merely assembled from imported parts).

Although Daewoo is building brand-name equity with its automobile line, in consumer electronics the company's looking to acquire an existing one. For nearly a year now, it has been pursuing French government-owned **Thomson Multimedia**, which is scheduled for privatization this year. Thomson's portfolio of brand names includes **RCA** and **General Electric**—with No. 1 market share in the U.S.—and **Thomson, Normende** and **Saba**.

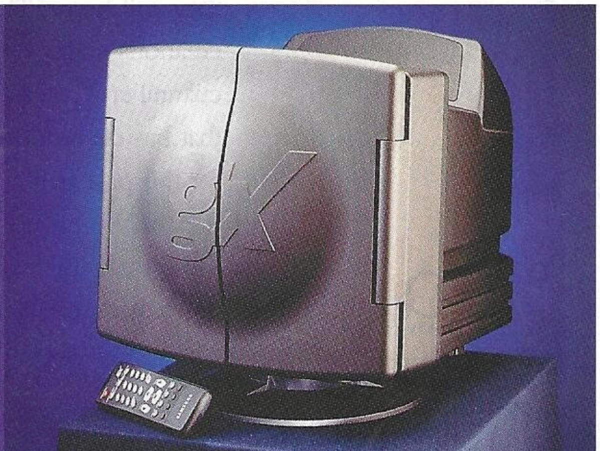
continued on page 33



Acer Desktop Aspire PC



Casio Digital Still Camera



Samsung GXTV Television

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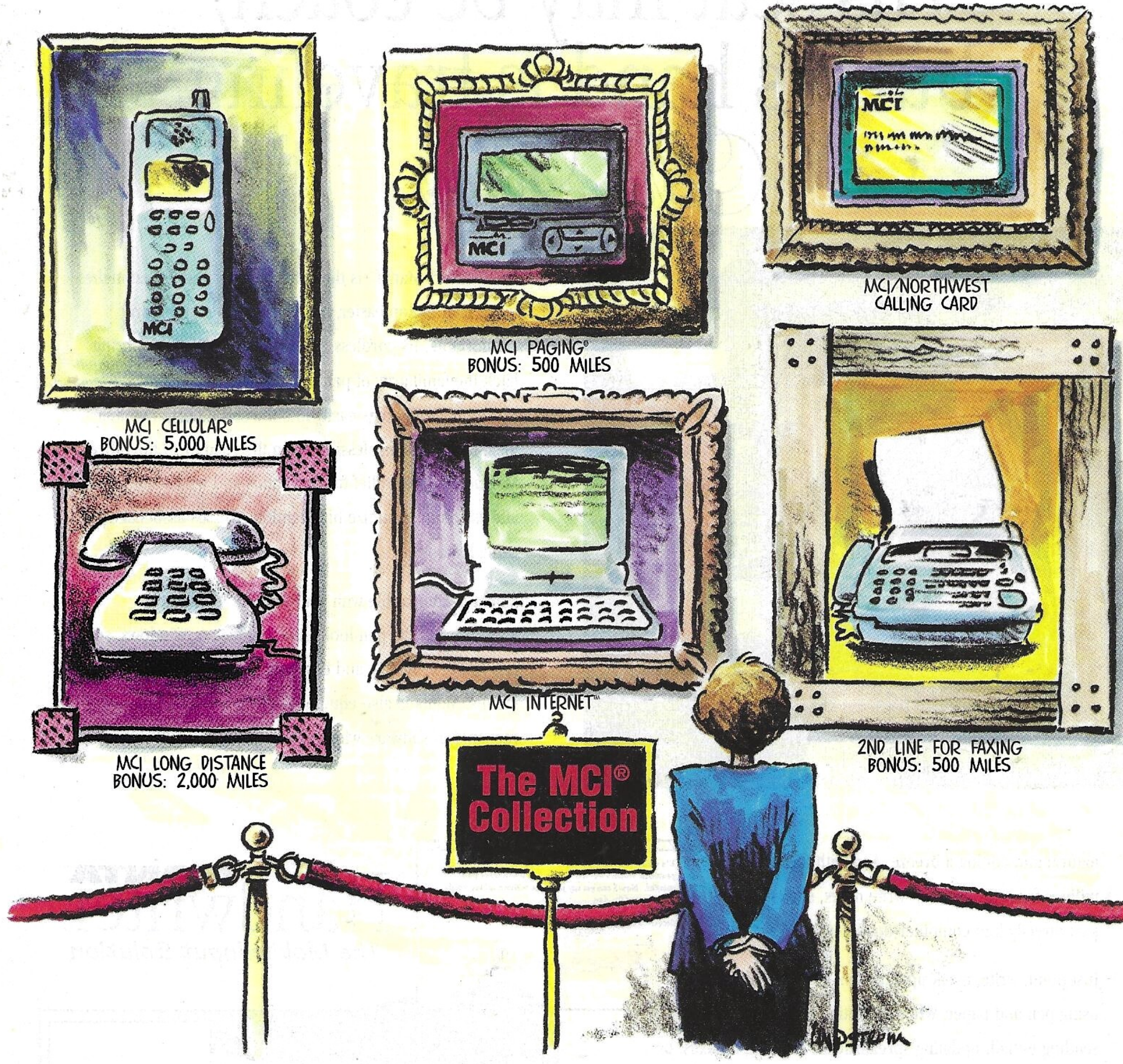
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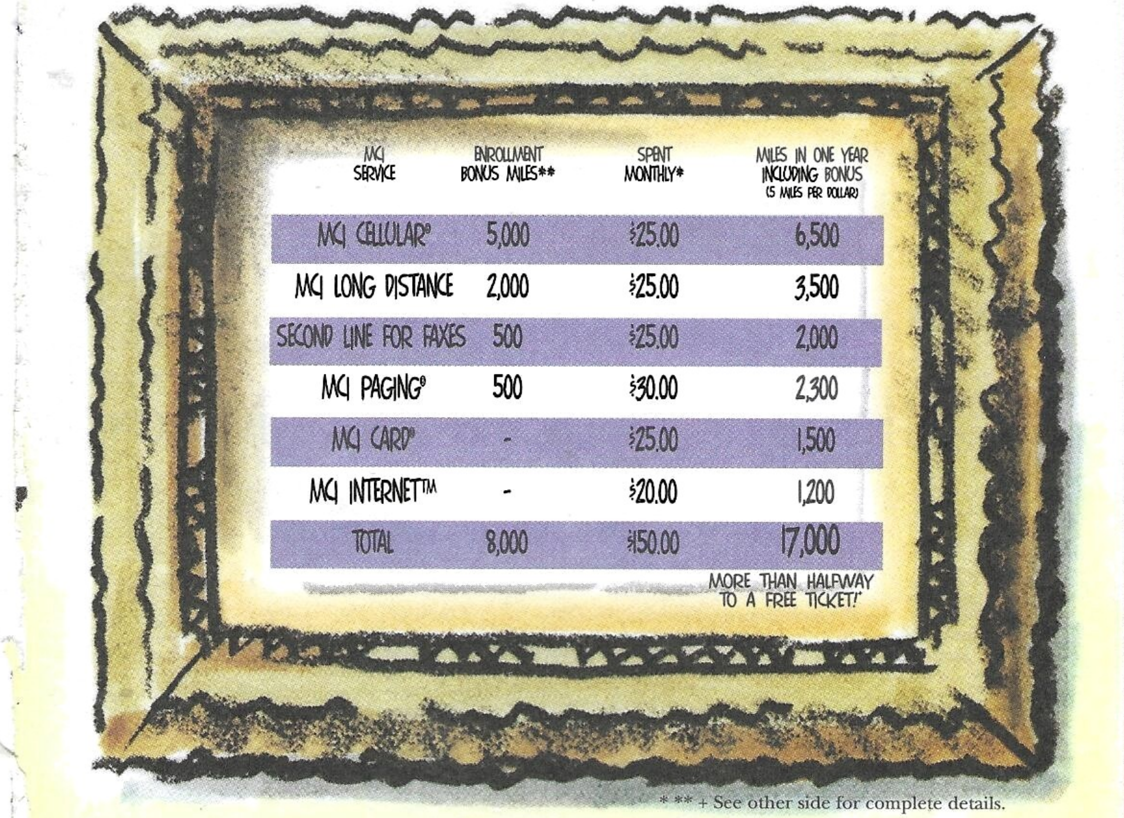

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continued from page 30

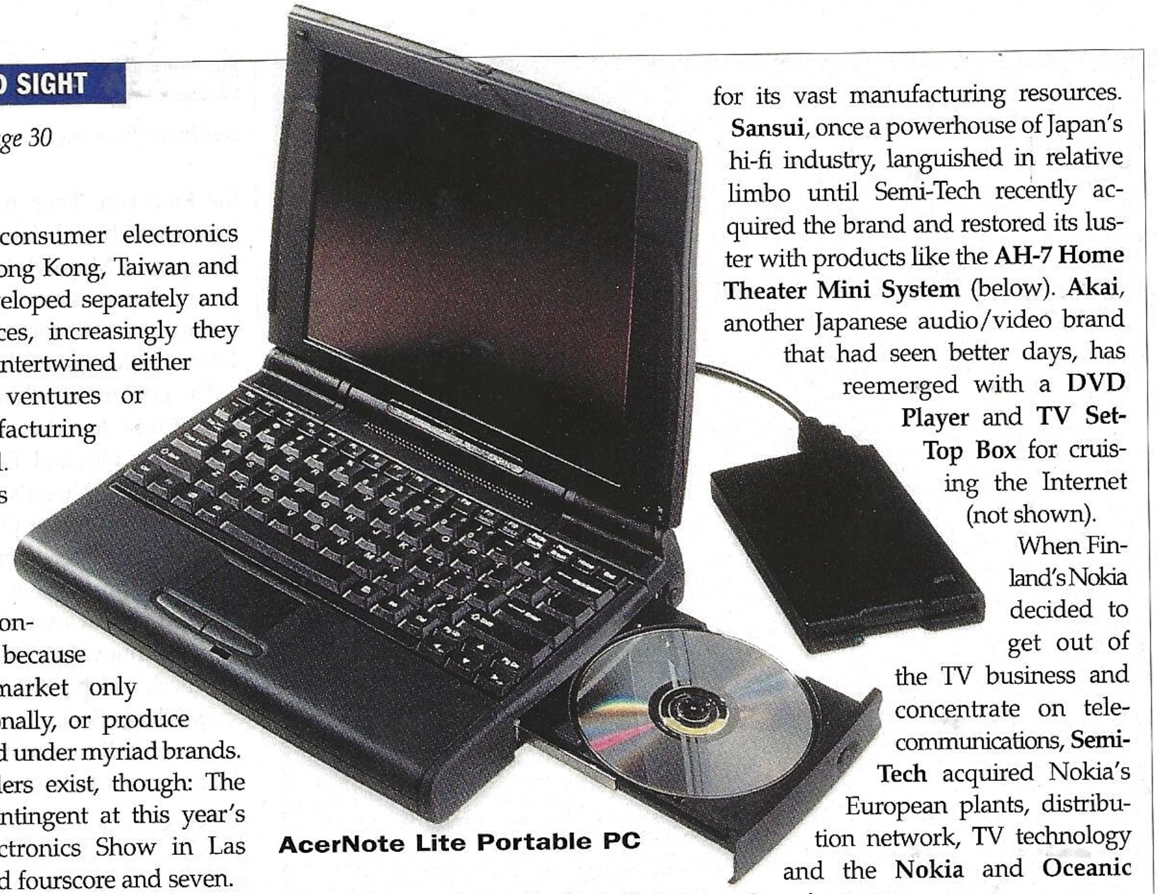
CHINA, INC.

Although the consumer electronics businesses of Hong Kong, Taiwan and China have developed separately and at different paces, increasingly they are becoming intertwined either through joint ventures or through manufacturing on the mainland.

Hong Kong's manufacturers and brands are largely unknown to foreign consumers. This is because most either market only locally or regionally, or produce OEM goods sold under myriad brands. Plenty of builders exist, though: The Hong Kong contingent at this year's Consumer Electronics Show in Las Vegas numbered fourscore and seven.

Of the erstwhile colony's many manufacturers, two now enjoy global reach and brand recognition. One is **Integrated Display Technology,** which markets worldwide under the **Oregon Scientific** brand. The other is curiously named **Semi-Tech Corp.**—actually headquartered in Canada. The stable of brands of its Hong Kong affiliate, **Semi-Tech Global**, includes **Akai, Sansui, Singer** and, for TVs in Europe, **Nokia.**

IDT makes a range of products that includes measuring devices for weather and other applications, and portable databanks or organizers that let users store and manage personal information.



AcerNote Lite Portable PC

The company claims to do half the world's business in databanks, both as an OEM supplier and under its own brand. One niche product is its portable **Crossword Pro** electronic word-game (page 37). The measurement and databank lines sometimes cross, yielding innovative portable products such as **The Time Machine** alarm clock, which calibrates itself by radio signals from the U.S. Atomic Clock, and the **Personal Weather Station** (page 34), which forecasts local conditions as much as 24 hours in advance.

Although itself unknown, Semi-Tech makes a business of acquiring venerable brand names as marketing vehicles for its vast manufacturing resources. **Sansui**, once a powerhouse of Japan's hi-fi industry, languished in relative limbo until Semi-Tech recently acquired the brand and restored its luster with products like the **AH-7 Home Theater Mini System** (below). **Akai,** another Japanese audio/video brand that had seen better days, has reemerged with a **DVD Player** and **TV Set-Top Box** for cruising the Internet (not shown).

When Finland's Nokia decided to get out of the TV business and concentrate on telecommunications, **Semi-Tech** acquired Nokia's European plants, distribution network, TV technology and the **Nokia** and **Oceanic** brand names.

Semi-Tech also owns **Singer**, of sewing machine fame, which markets home appliances and consumer electronics, too. The company recently applied high-tech electronics to the sewing business with an optical scanner that enables its machines to reproduce elaborate embroidery patterns.

Compared to Hong Kong, electronics manufacturing in Taiwan has a distinctly PC flavor, and its computer-related brands are better known outside the island. These include **Proton, Sampo, Tatung** and, best known perhaps to U.S. consumers, **Acer.** The company's **Aspire** line of **Desktop PCs** (page 30) and **AcerNote Lite Portable PCs** (above) have achieved big market share in the U.S. on the basis of their bang for the buck—and radical styling.

As elsewhere, Taiwan's electronics industry got its start from low-cost commodity manufacturing, usually for OEM clients. Eventually the manufacturing ability evolved to the point where those clients could specify more and more sophisticated products.

Meanwhile, Taiwan's industrialists realized that low-cost manufacturing alone would not sustain the business in

Sansui AH-7 Home Theater Mini System

continued on page 34

GREAT STEAK HOUSES
OF NORTH AMERICA

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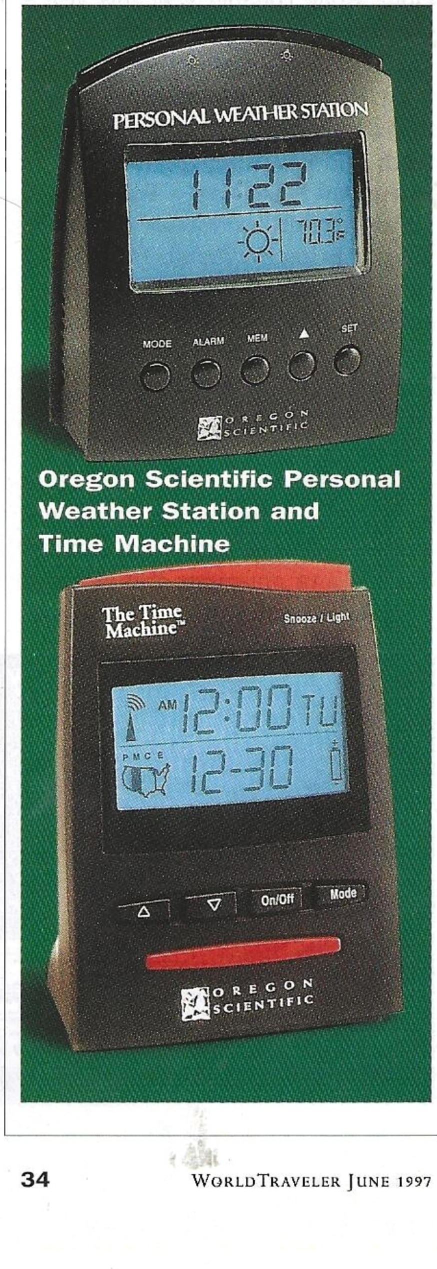
the long run. They reinvested profits into research and development and in new plants. Meanwhile, local manufacturing of parts and components began including microprocessors—whence Taiwan's nickname Silicon Island.

The goal was to shift Taiwan's focus from OEM to what is locally called ODM, for Original Design Manufacturing. Now, Taiwan's electronics makers approach former OEM clients with finished goods for purchase, as well as market under their own brands. There's even an annual competition for the most innovative and value-oriented products, which get to bear the Symbol of Excellence Seal.

As one indicator of how Taiwan's industry ranks today, consider that the



Oregon Scientific Personal Weather Station and Time Machine

Acer Group—the world's seventh-largest computer maker—recently acquired the notebook PC business of **Texas Instruments**. Since 1989, a joint venture called TI-Acer has manufactured memory chips. Meanwhile, Acer became codeveloper and primary manufacturer of TI's **Extensa** and **TravelMate Laptop PCs** (not shown). By acquiring the lines, Acer gains TI's strong brand recognition in Europe and the U.S., as well as another U.S. manufacturing base.

Taiwan produces 32 percent of the world's notebook computers, 74 percent of all PC motherboards and more than half the PC monitors—all growth categories. In 1995, output for information technology products was valued at more than $14 billion, the third greatest in the world. For more labor-intensive products, the electronics companies have shifted manufacturing to neighboring nations. Acer, for example, recently began making keyboards in China.

Low-wage rates have attracted many electronics companies to China, either for OEM work or to establish joint ventures with domestic producers. To a great extent, labor-intensive assembly work has fueled China's export growth to date. Additionally, huge domestic demand for products such as TVs has built manufacturing capacity that also can generate exports.

In TVs, what consumers in other nations see is mostly variously branded, small-screen commodity models—"light and play" sets in industry jargon. Despite their low-profile branding, product quality and performance is quite good.

"They do put out a good product. It's not better than other imports but it's just as good in many cases," says Frank Barr, president of the Advanced Product Evaluation Laboratory, a Bethel, Connecticut, lab that performs independent testing for major retailers, magazines, government and others.

"The Chinese have significantly improved their craftsmanship, parts and construction. I give them credit. They have come a long way in just two years. The stuff was real marginal when it first came out," Barr says. "As far as cos-

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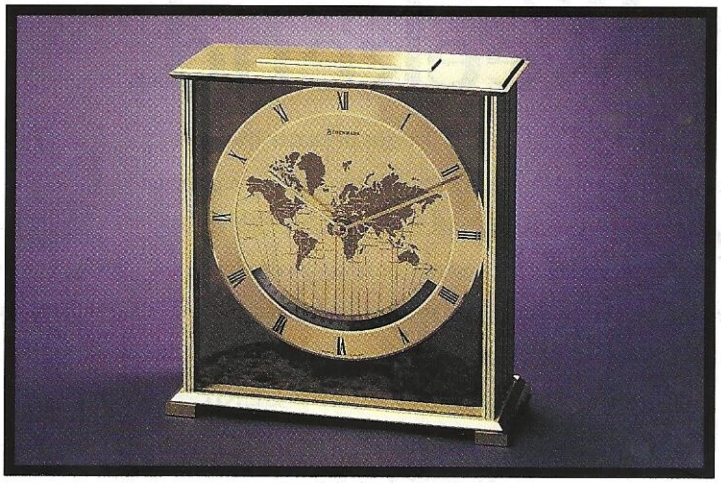

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metic design goes, they're still behind the field. But in price for performance, Chinese-made TVs are a value."

China does produce large-screen, more feature-laden TVs, but these stay close to home. "It's just not cost efficient to ship big screens across the ocean," says Tom Edwards, a TV industry veteran and senior executive at NDP Intellect, a Port Washington, New York-based leading research service that serves the international consumer electronics industry.

"They really are limited by the size of seaborne containers. Your costs are the same for a 40-foot container, but you can't load as many big TVs as small ones," he says. Edwards explains that while a container can hold about 1,500 13-inch TVs, the same cubic volume accommodates just half as many 19-inch sets—and half that number of 25-inch models.

"With profit margins being what they are in TV, you just can't make a buck shipping low volumes to say, a big market like the U.S. That's why all the other foreign brands have flocked to Mexico to build."

China, like Taiwan, won't stay in the low-profit commodity business for long. Already, state planners are pushing domestic producers to move upmarket—specifically to high-tech, high-value components.

According to a report in *China Daily*, the state-operated English language newspaper, production of electronics components worth $2.4 billion surpassed finished consumer electronics goods last year in the Shenzen Province special economic zone.

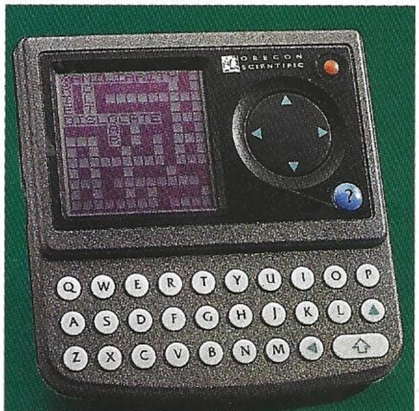
Elsewhere, the paper reported that the Ministry of Electronics Industry has told manufacturers of liquid-crystal displays to pursue production of higher-quality active-matrix screens, and sidestep the market for lower-quality passive-matrix displays, where prices are falling and Japanese producers have the edge on yields.

This movement to higher-tech production—and the shipping handicaps to exports—leads one industry veteran to contend that China will move swiftly into digital technology.

ASIA BY THE NUMBERS

"China already has more TV capacity than it needs domestically, and so does the rest of the world, so forget exports as a growth market," says Joe Clayton, 25-year RCA veteran and former executive vice president for parent Thomson's marketing and sales in the Americas—a territory that also includes Asia, Australia, India and Indonesia.

During his tenure, Clayton launched the company's digital satellite home TV system and formulated other digital ventures such as DVD, the combination TV/PC developed with Compaq and the forthcoming TV set-top box for Internet access and network computing.



Oregon Scientific Crossword Pro

"You can't ship a lot of TVs in a container but you can fit a lot of VCRs, and digital boxes of all kinds aren't any bigger," says Clayton. These could be convergence TV/PC products, receivers for digital cable or satellite TV, possibly converters to make high-definition TV signals viewable on older TVs, Clayton notes.

His words proved prophetic. Just as this story went to press, China's largest PC maker, Beijing-based Legend Computer Group, signed a two-year deal to export its PCs to the U.S. via Source One Enterprises, a distributor.

"The Chinese certainly have the educational and technical resources to make a go at digital, and they're bound to get the know-how in joint ventures with overseas manufacturers," Clayton

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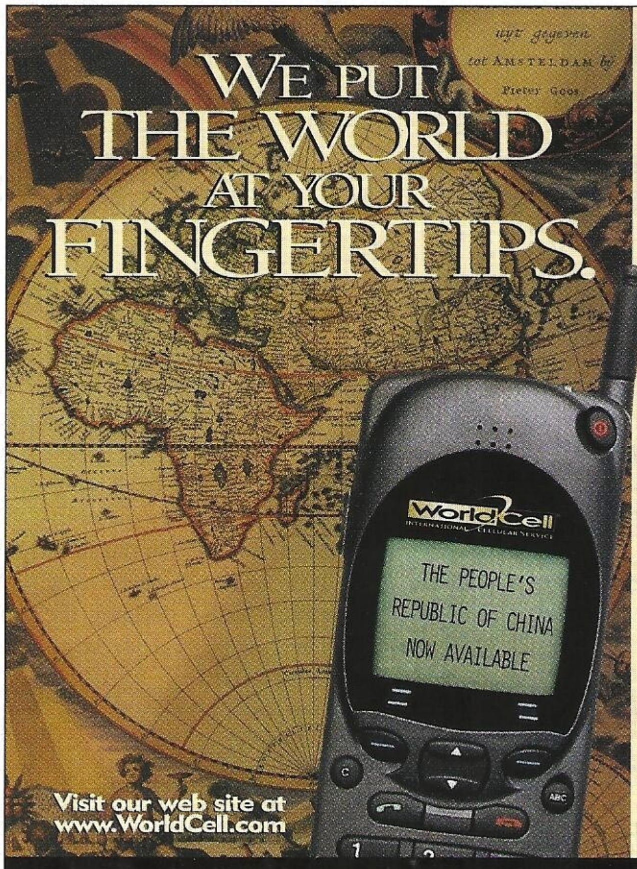

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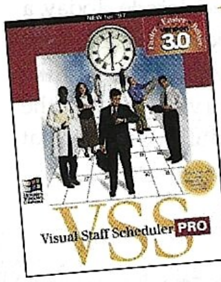

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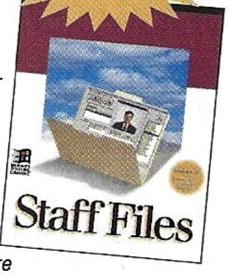

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By Paul A. Eisenstein

Auto Industry: The Future Is Asia

Insiders predict Asia's auto production will more than double by the year 2002, and its assembly lines could roll out as many as 25 million vehicles a year— 40 percent of the world's total.

A rising sun has barely cleared the horizon, but already the streets of Taipei are dense with traffic. The picturesque rickshaws that once filled the streets are long gone from this capital city, replaced by the ubiquitous motor scooters. Whole families squeeze together, weaving their way through the morning traffic, dodging the buses, taxis and sedans jostling for space along narrow streets and alleys. In Taipei, rush hour is an oxymoron. Yet somehow, it doesn't seem to dissuade the city's motor-mad citizens. For every year, in ever-increasing numbers, they throng to the corner car dealers that seem to populate almost every block of the city.

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With new-car sales growing almost 10 percent annually, Taiwan's automakers can barely keep up with demand, despite a string of new assembly lines that have opened across the island since the beginning of the decade. Today, a dozen different automakers assemble their products in Taiwan while others, like Mercedes-Benz and Chrysler, accept the burden of hefty import duties and fees that can double the cost of an import.

"It's one of the most competitive markets in the world," says Bill Botwick, until recently the general manager of General Motors Corp.'s Taiwanese sales unit. "And it gets more competitive each year."

PRODUCTION EXPECTED TO DOUBLE

But Taiwan is by no means unique. Across Asia, increasingly more affluent consumers are trading in their bicycles, pedicabs and motor scooters for passenger cars and light trucks. Estimates vary widely, depending on what assumptions you're willing to make, but consultant Donna Parolini of International Business Development predicts that Asian auto production will more than double by the year 2002. If she's right, the region's assembly lines would roll out as many as 25 million vehicles a year,

continued on page 40

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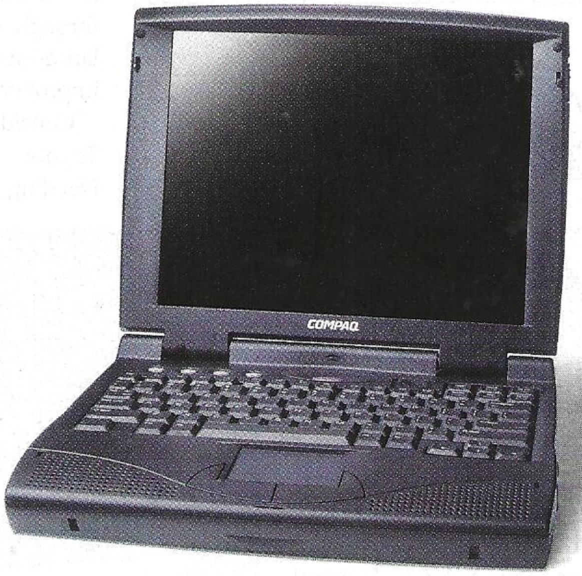

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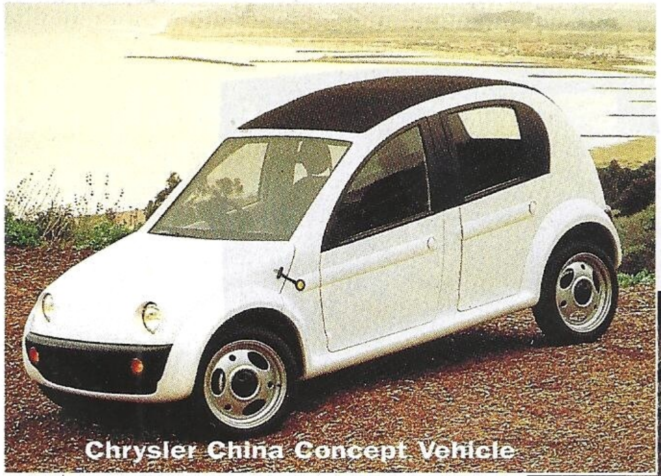
40 percent of the world total.

"The growth is all the more dramatic when you count out the mature and relatively stagnant Japanese market," which is likely to hold steady at around 10 million units a year, notes Parolini. Indeed, the North American and European markets also have hit plateaus. No wonder, then, that automakers from around the world are rushing to pour billions of dollars into markets like Taiwan and Thailand, Indonesia and Vietnam.

Almost every day the news resonates with word of another automotive parts or assembly plant opening, especially in the region's biggest and most promising markets, India and China. Indeed, in late March, with Vice President Al Gore on hand for the signing ceremony in Beijing, General Motors officials completed a billion-dollar joint venture that will nearly double the production capacity of the People's Republic.


Chrysler China Concept Vehicle

But it's not just this influx of capital fueling Asia's automotive growth. In today's wired world, technology knows no boundaries. Shops are being transformed into world-class factories, seemingly overnight. A decade ago, South Korean carmakers, such as Hyundai, depended upon the kindness of strangers—or at least the design and engineering assistance of allies in more established automaking nations. No longer. More and more of the products being produced in Hyundai plants are rolling off the company's own drawing boards.

It's Economics 101. Factor in modern assembly operations, plenty of capital, sound R&D and technologically advanced products. Now add in the region's relatively low-cost labor, and you come up with a potentially winning combination.

JAPAN SETTING BENCHMARK

And Asia's emerging auto manufacturers are only emboldened by the region's first great success story, Japan. Setting the benchmark in terms of quality and productivity, Japanese automakers like Toyota, Honda and Nissan are forces to be reckoned with. But they also offer lessons in patience, for their success did not come overnight. And it is maintained only through constant vigilance—and continuous improvement.

Consider the saga of Toyota Motor Co. Needing to revive his faltering car company in the wake of World War II, founder Eiji Toyoda and his brilliant production chief, Taiichi Ohno, toured American assembly lines. What they brought back to Japan was a blend of American mass production techniques filtered through zen consciousness. The emphasis was placed on serving the customer through continuous improvement at all levels of the manufacturing and retail process.

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A sound philosophy, but not so easy to put into practice. A closed market helped Toyota get back in the black, but by the mid-1950s, Toyoda realized his company's long-term success depended on expanding beyond the narrow confines of the Japanese islands. His target: the world's largest—and most competitive—car market, the United States.

Toyota Motor Sales U.S.A., Inc. was founded on October 31, 1957. Its first offering was a modest little subcompact dubbed the Toyopet. It was overpriced, underpowered and "totally unsuited for U.S. driving conditions," candidly acknowledges a Toyota corporate history. After selling just 288 Toyopets, the embarrassed automaker pulled the car from the market and went back to the drawing boards.

It was a costly and humbling failure, but one that Toyoda and Toyota were able to learn from. Soon, the company was back in the U.S. with products like the Corona. Performance was up, prices were down. But it wasn't until the twin energy shocks of the 1970s that American consumers discovered even bigger benefits.

With fuel prices soaring, U.S. motorists by the millions traded in their big, domestic gas guzzlers for Japanese econocars. They got more than high mileage. Studies by quality guru Dave Power of J.D. Power & Associates

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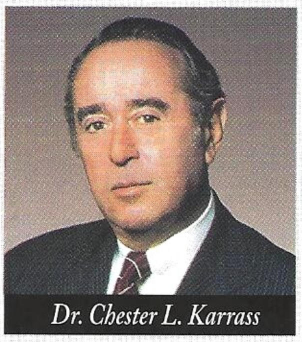

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The seminars are even regarded as a fringe benefit. 'You wouldn't believe how many of our employees have told me what a good deal they got on a boat or a car because they adopted Karrass' strategies,' says the head of training at a major oil company." (Forbes Feb. 15, 1982). Since that article appeared in Forbes, February 15, 1982, the number of Fortune 500 companies sending executives, managers and other key staff members through the Karrass Seminar has risen to 260. And these companies have been joined by hundreds of smaller business and professional organizations, as well as government agencies on the federal and state level.

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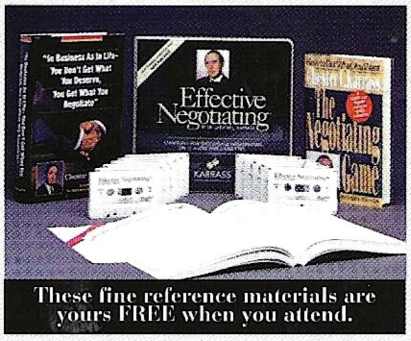
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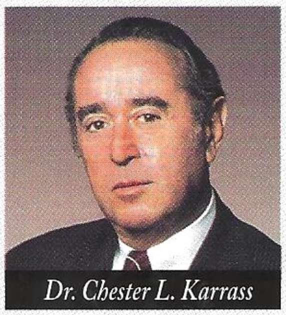

Dr. Chester L. Karrass

After earning an Engineering degree from the University of Colorado and a Masters in Business from Columbia University, he became a negotiator for the Hughes organization. There he won the first Howard Hughes Doctoral Fellowship Award and spent three years conducting advanced research and experimentations in negotiation techniques before earning his Doctorate from the University of Southern California. He then returned to Hughes as a negotiation consultant.

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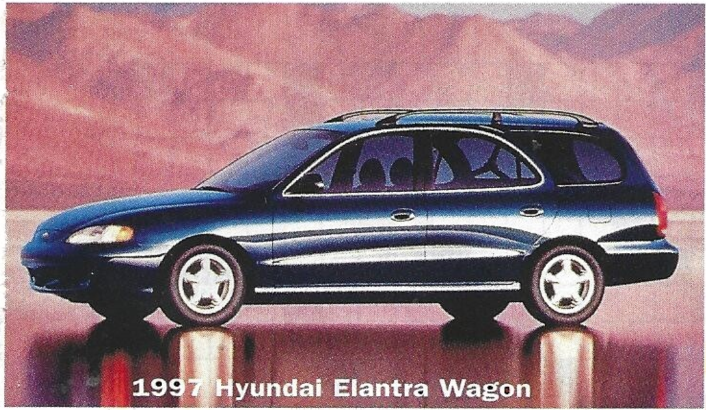
continued from page 40

revealed that on average, Japanese imports landed on American shores with barely half as many defects as models produced by U.S. manufacturers.



1997 Hyundai Elantra Wagon

Over the years, American and European automakers have made major strides of their own, so the typical car of today averages well under two defects. But Japanese brands, like Lexus, continue to set the pace. The Toyota luxury division's LS400 sedan (page 40) has barely half a "problem" per car, according to the latest Power reports. "But today, quality is simply the price of admission," Power cautions.

Success has its price. Even though Japan's so-called bubble economy burst in the early 1990s, the country's consumers remain among the world's most affluent, its autoworkers among the best paid. The run-up of the yen only made matters worse.

In the mid-'80s, the average Japanese automobile enjoyed a $2,000 price advantage over its American equivalent. By the mid-'90s, the gap had flip-flopped, and for the first time since the oil crunch, Japan's share of the American market started to tumble. Worse, with the Japanese economy stalled, home sales were slipping, as well. Japanese automakers suffered losses for the first time anyone could remember.

LESS IS MORE

But the concept of continuous improvement is deeply ingrained in Japanese corporate culture—as you discover through a close inspection of the new Toyota Camry (page 38). It is the embodiment of the tenet that less is more. When it was introduced in the U.S. last fall, prices were cut an average $899, even more in Japan. That reflects an aggressive, four-year cost-cutting program.

"When the dollar was in free fall," recalls Kosaku Yamada, Camry chief engineer, "improving the cost base of the product became as important as the product itself." And now, when you factor in the yen's unexpected devaluation, Toyota and Japan's other frugal automakers are once again racking up record profits.

1997 Hyundai Sonata

Japan's persistent success hasn't been lost on its neighbors, least of all the Koreans. It's been called "The Land of the Morning Calm," but you'd find that hard to believe during rush hour. As in Taipei, the streets of Seoul are filled to the bursting point with traffic. Korean consumers will buy nearly two million automobiles this year. In 1980, the entire country barely had a million cars.

This growth has come at a cost. Like the yen, the Korean won gained strength as the dollar fell. And Korea's workers launched a number of sometimes-violent strikes. Assembly-line labor costs have shot up fivefold since the mid-1980s. At around $15 an hour, they now rival those paid workers in Spain. The strikes disrupted supplies. Several times, the country's leading carmaker, Hyundai, was forced to delay new-model introductions because of product shortages. Even worse, quality suffered—with products faring poorly on the oft-quoted J.D. Power surveys. As a result, export sales stalled. But as with the Japanese, the Koreans have shown a readiness to learn from adversity.

The country's five carmakers insist quality is now their No. 1 priority; boosting productivity to offset wage hikes runs a close second. Confidently, they are investing billions in new plants, and if everything on the drawing board comes to fruition, Korea will enter the new millennium with a capacity of nearly six million units. Within a decade, Hyundai and two of its cross-country rivals, Daewoo and Samsung, confidently expect to be ranked among the world's 10 largest carmakers.

Each company is following its own course. While Hyundai has focused much of its attention on major markets, like the U.S., "Our strategy has been to target developing markets, not existing markets," explains Lee Sung-Sang, director of business planning and analysis for Daewoo Motor Co.

EMPHASIS ON EXPORTS

Considering the high ticket price of the automobile, exports are a fast way to improve a nation's balance of trade. And so, it seems, almost all of Asia's emerging automotive markets are putting heavy emphasis on exports.

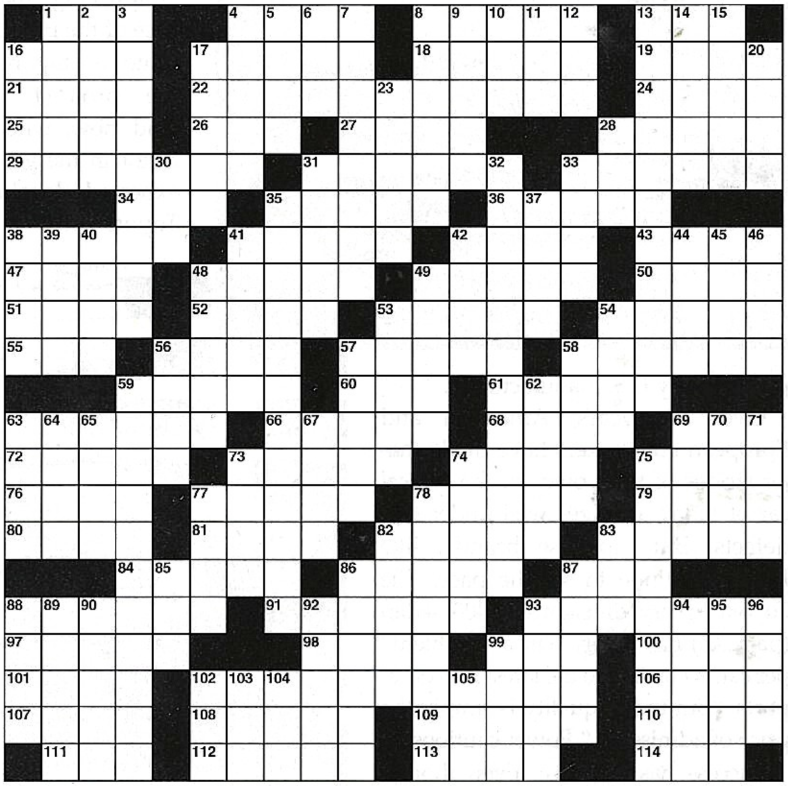
Take Vietnam. Still recovering from

continued on page 112

CROSSWORD PUZZLE

By Fran and Lou Sabin

The East By Northwest



ACROSS

1 Beast of burden
4 Landers and Jillian
8 Woven with rattan
13 Major Chinese dynasty
16 Italian wine commune
17 Windblown snow mass

18 Got up
19 Orangs and gibbons
21 City where the Saone meets the Rhone
22 Chinese waterway a.k.a. Hwang Ho
24 Sarong or kimono
25 McEnroe rival
26 Dir. from Inchon to Seoul
27 Carpet surface
28 Selassie of Ethiopia
29 Neighbor of Java
31 Down in the dumps
33 Contoured like a cobra
34 Ballet step
35 Bullpen credits
36 Hood's excuse
38 Cravat substitute
41 Tiresome types
42 Area east of Suez
43 — morgana: mirage
47 Loud sound
48 More exact
49 "Same for me"
50 Godunov's predecessor
51 Restore to health
52 Decays
53 Lahore lady's wear
54 — Fisher Hall: Lincoln Center
55 Double agent
56 —-Bah, *The Mikado* role
57 Less feral
58 Tenzing Norkay, for one
59 Chubby
60 Drone
61 Inuit housing
63 — emptor
66 — Springs, Australia
68 Knock 'em dead
69 Twitch
72 Arctic or Indian
73 Outburst
74 Flutter about
75 Lomond or Ness
76 Name in lights
77 Paris divider
78 Northwest carrier
79 Inventor's need
80 Work the soil
81 Weight
82 Diagonal
83 One of the squashes
84 New Zealand Indigene
86 Witness's place
87 Krakatau fallout
88 Straight man
91 Swindles
93 Hirohito or Akihito
97 Bistro cup
98 *E.R.* won one
99 Eggs
100 Relaxation
101 Where the Tigris and Euphrates flow
102 Land of 7,000 islands and rocks
106 Pleasant
107 Pasta topping
108 Land of Lhasa and lamas
109 Manipulators
110 Uncle Sam's fliers, for short
111 Bishop's jurisdiction
112 Make amends
113 Backtalk
114 Sea dog

DOWN

1 — *Like It*
2 Monsoon or typhoon
3 One of the *Four Little Dragons*
4 Stadium
5 World's longest river
6 Org. for Cowboys and Chiefs
7 Caravansary, e.g.
8 Juan — of Spain
9 Neighbor of Taurus
10 Scorpio's mo.
11 Bombay to Hyderabad dir.
12 — *Rosenkavalier*
13 TV police drama: 1968–1980
14 Month of 9 Down
15 Australian tennis great Fraser
16 Priest's garb
17 Coloring specialists
20 Zipped along
23 Telegraph lines
28 Play — with: make trouble
30 Use a shuttle
31 Paddock parents
32 Land of the giant stone heads
33 Sayonara, in Roma
35 Musical based on a Michener book
37 Lo-cal
38 Circle sections
39 Wonton, for one
40 Debonair Grant
41 Witch's transport
42 Yorkshire waterway
44 Declare
45 Rainy-day cover
46 Author Seton
48 Dolly Varden, for one
49 Martial arts star Jean-Claude Van —
53 Hoisin or soy
54 Sailor's salute
56 Blueprint
57 Yours, biblically speaking
58 Blackboard
59 Agra attraction
62 Flash of light
63 Price
64 *Miss Saigon* start
65 Schnitzel
67 Penitence period
69 Commotion
70 Frosting expert
71 Biggers' sleuth
73 Fortune teller
74 Custards
75 Chinese fruit dessert: Var.
77 Zori or geta
78 Duckbill
82 Postal purchase
83 Cobra's cousin
85 Become less green
86 Middle Easterner
87 Accumulate
88 Move emotionally
89 — *Bulba*
90 Inedible orange
92 Paris' love
93 Between Tinker and Chance
94 Former first lady of Russia
95 Grouchy Muppet
96 Australia's Great Barrier
99 Washington bills
102 School gp.
103 Whack or thwack
104 Nigerian language
105 "This — holdup!"

Puzzle solution on page 113.

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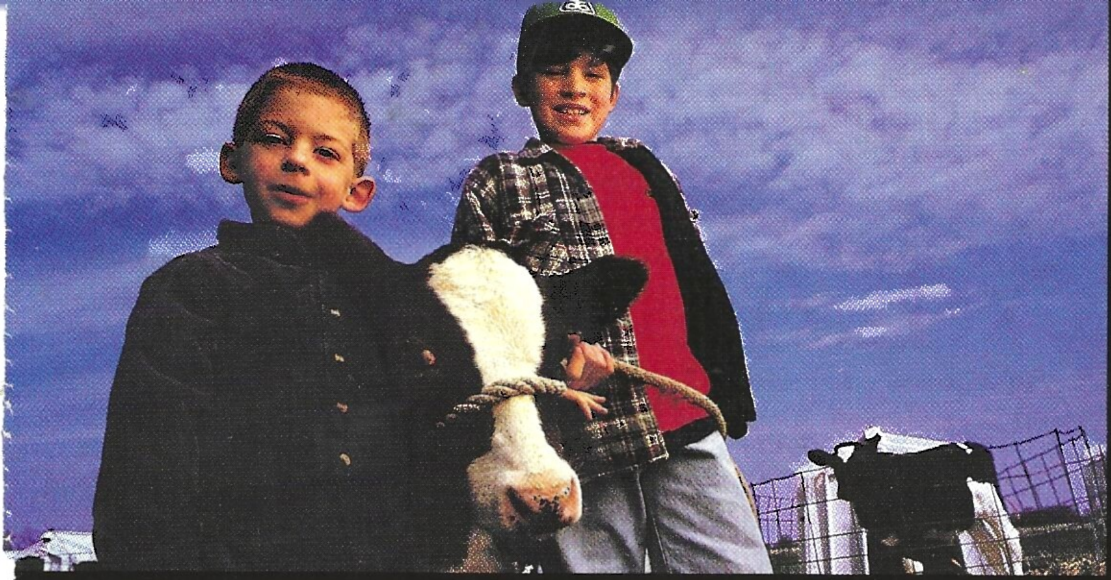
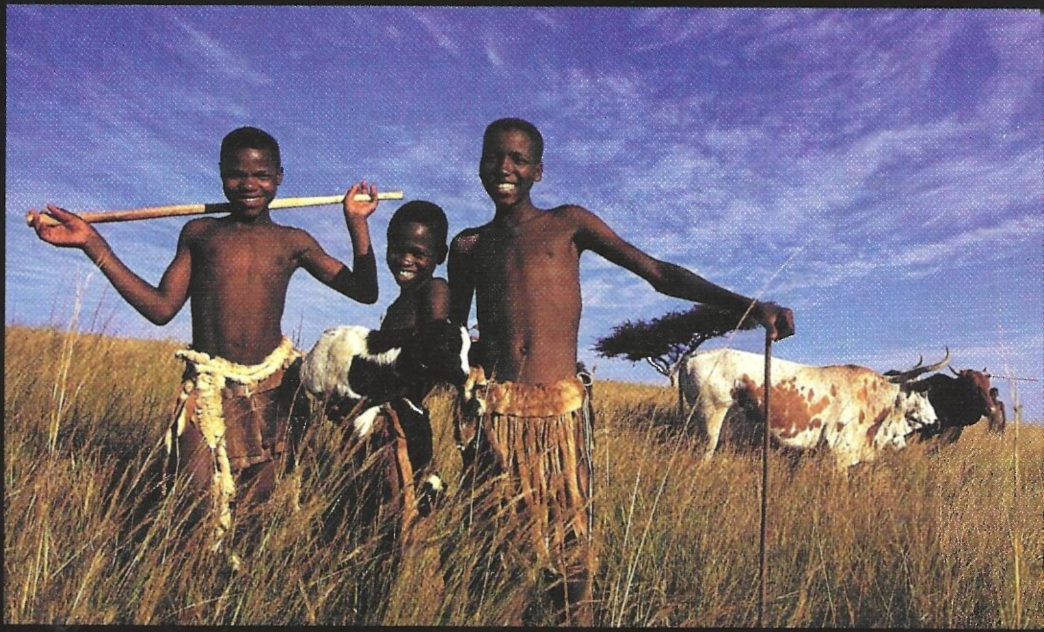


THERE'S NO EASIER WAY TO GET FROM PEORIA TO PRETORIA.



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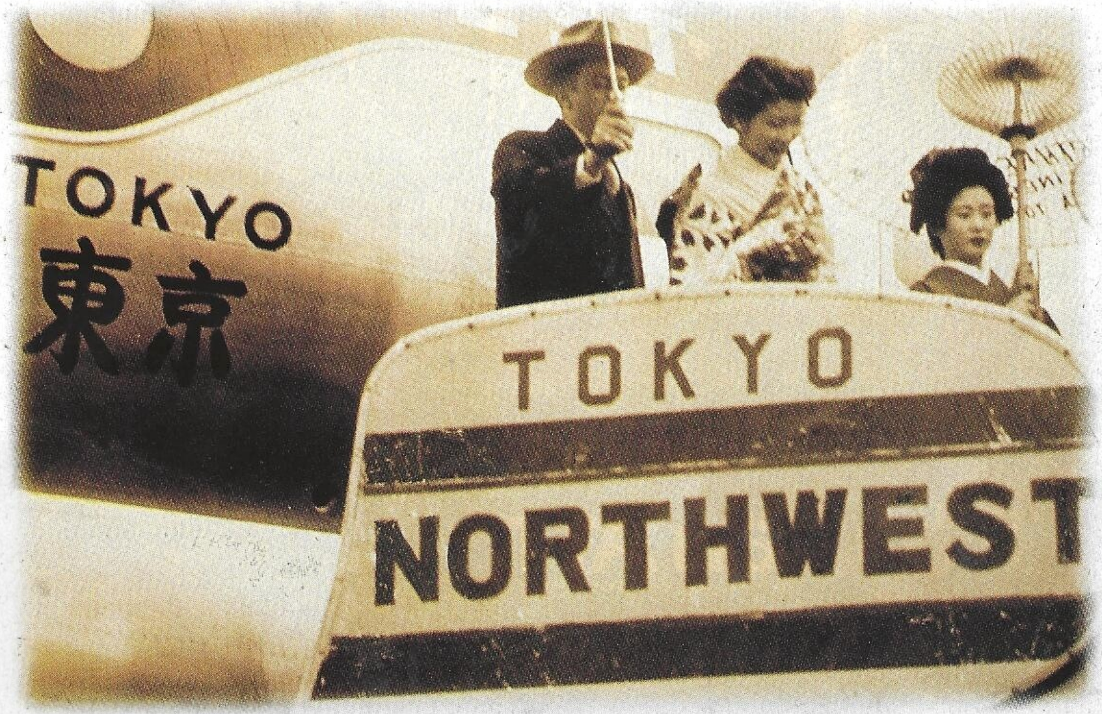
BRIDGING THE

CELEBRATING 50 YEARS of Service to Asia

Fifty years ago this July, Northwest Airlines started regular service between the United States and Asia. That it is so easily accessible to American business and leisure travelers today is due to Northwest's commitment to excellence. This year Northwest celebrates five decades of bridging the Pacific and the many milestones that made that vision a reality and promise a rewarding future.



July 15, 1947
At 1:15 a.m. Northwest Airlines makes the world a smaller place when it begins regularly scheduled flights to and from Asia.

BY JANE AMMESON

PACIFIC

1946

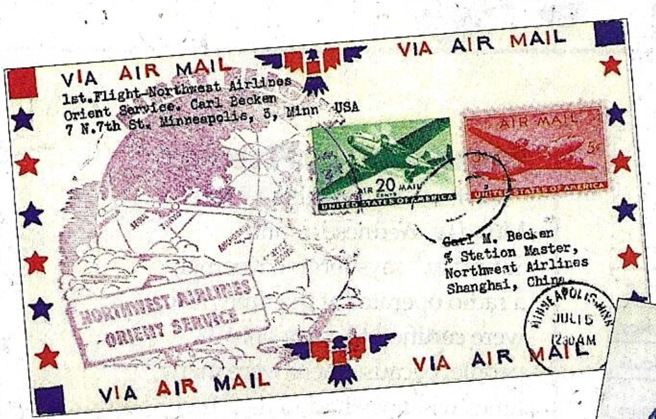
1947

NORTHWEST
NC 6403

First DC-4s Cross the Pacific

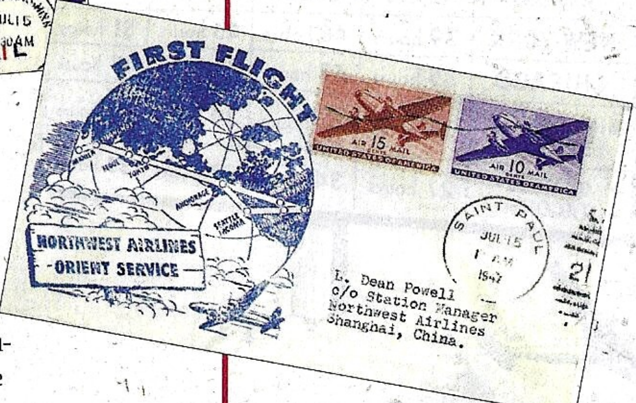
After World War II, a fleet of 41 aircraft can fly at a speed of 225 mph.

"In those days, we used DC-4s and could carry 32 passengers from Tokyo to Shanghai to Manila," says Stanley Fukai, ticketing agent for the first flight. "Then going back to the States, we took seats off and made it 24 because of gross-weight restrictions and the additional fuel load that was required."


VIA AIR MAIL
VIA AIR MAIL
AIR MAIL 5¢
AIR 20 CENTS MAIL
UNITED STATES OF AMERICA
UNITED STATES OF AMERICA
NORTHWEST AIRLINES
-ORIENT SERVICE
MINNEAPOLIS, MINN
JUL 15
12:30 AM
VIA AIR MAIL
VIA AIR MAIL

1st.Flight-Northwest Airlines
Orient Service. Carl Becken
7 N.7th St. Minneapolis, 3, Minn USA

Carl M. Becken
% Station Master,
Northwest Airlines
Shanghai, China.

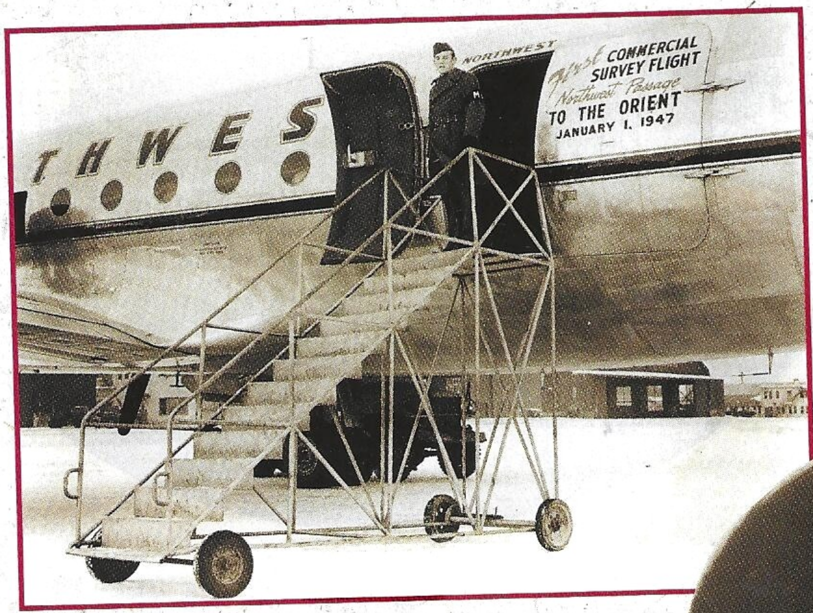

FIRST FLIGHT
NORTHWEST AIRLINES
-ORIENT SERVICE
AIR 15 CENTS MAIL
UNITED STATES OF AMERICA
AIR 10 CENTS MAIL
UNITED STATES OF AMERICA
SAINT PAUL
JUL 15
1 AM
1947
21

L. Dean Powell
c/o Station Manager
Northwest Airlines
Shanghai, China.

Mail Takes Flight to China

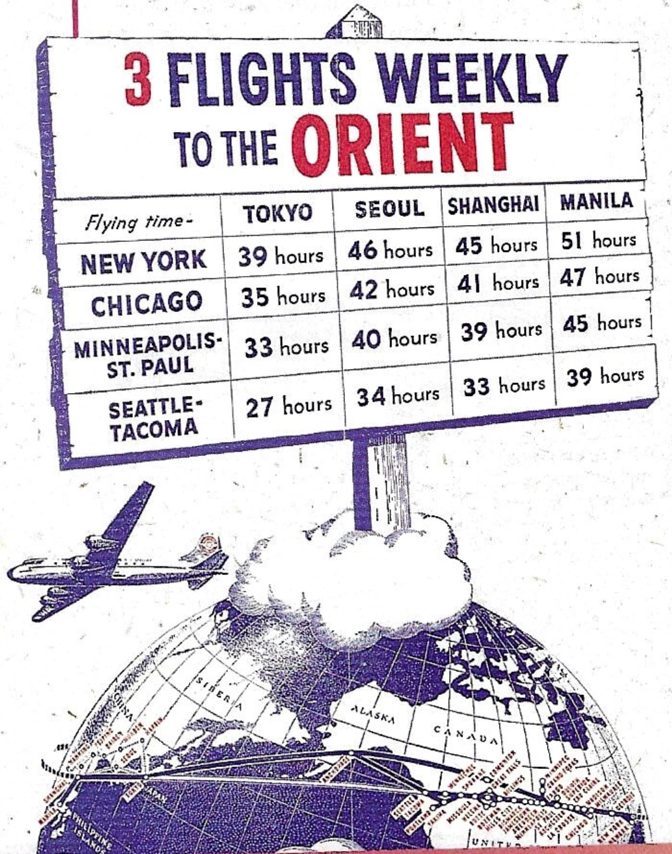
"We had only one paying, ticketed customer to Shanghai—a lady," recalls Warren Avenson, copilot of the inaugural flight from Tokyo to Shanghai. "She was an American and her hobby was taking first flights. When we got to Shanghai, Northwest didn't yet have departure steps. But the Chinese authorities said everybody had to get off the airplane—it was the procedure. So we dug out a folding ladder kept on board and hung it on the door frame. But this very nice American woman took one look and said, 'No, a lady doesn't go down a ladder. I'm not getting off.' But the Chinese said, 'Yes, you are.' And she said, 'No, I'm not.' Eventually, the Chinese found a set of steps."

CELEBRATING 50 YEARS *of Service to Asia*



First Commercial Survey Flight

"The first real flight to Japan was January 1, 1947. It was not a scheduled flight, and it didn't haul passengers," says Jerome Koerner, the flight's radio operator. "We were a shake-down crew surveying the routes before inaugural passenger flights began. We took over the station manager, mechanics, other personnel and so forth. We must have made about 12 of those flights. I made three myself. When July 15, 1947, finally arrived, we were ready for anything."



3 FLIGHTS WEEKLY TO THE ORIENT

Flying time-	TOKYO	SEOUL	SHANGHAI	MANILA
NEW YORK	39 hours	46 hours	45 hours	51 hours
CHICAGO	35 hours	42 hours	41 hours	47 hours
MINNEAPOLIS-ST. PAUL	33 hours	40 hours	39 hours	45 hours
SEATTLE-TACOMA	27 hours	34 hours	33 hours	39 hours

Original 1947 Flight Schedule

"We made three flights a week—Monday, Wednesday and Saturday," says Jerome Koerner, a radio operator at the time. "We were certified to carry only 24 people, because there were many times when we had to haul fuel tanks instead of passengers. Now, flights are taking 17,000 to 18,000 people a week.

"Our plane back then grossed out at a maximum take-off weight of about 72,000 pounds. The 747 grosses out at 873,000 pounds, more than 800,000 pounds heavier than we were. Looking back, I consider that I was flying in the days of the dinosaurs."

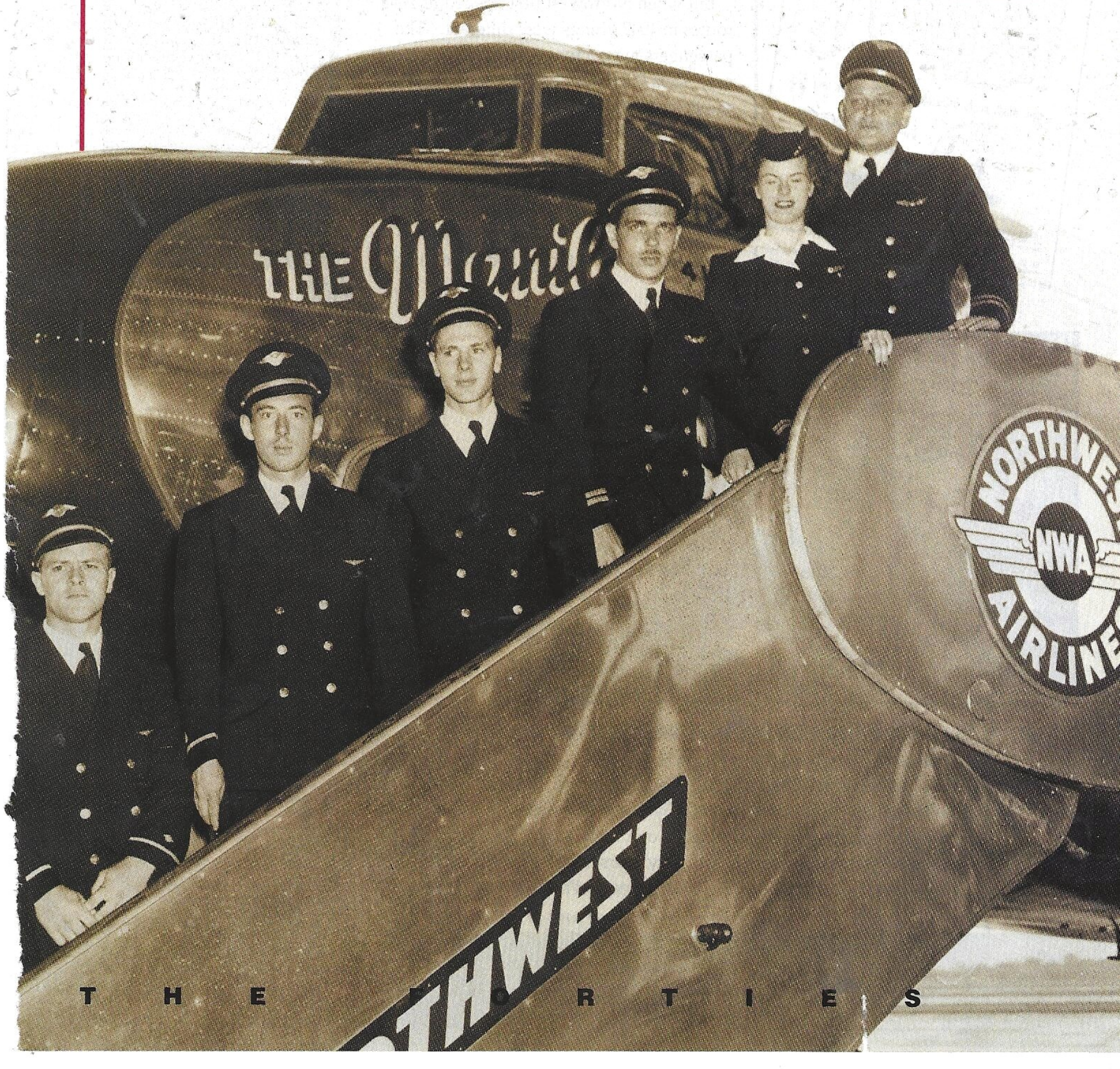
First Airline with Regular Flights to Japan

On July 15, 1947, Northwest becomes the first airline to operate regularly scheduled flights between the U.S. and Japan.

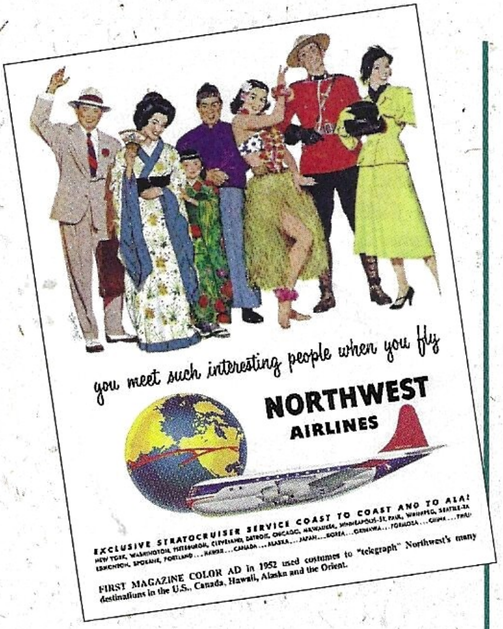
"We had to make three legs on that flight," says first flight radio operator Jerome Koerner. "It took us about 14 hours just to fly to Anchorage from Minneapolis. We got off at that point and a relief crew would take the plane on to Shemya, and another crew would take it from Shemya down to Tokyo. Normally we figured it would be 33 hours flight time over from Minneapolis and 29 hours back. You can see why we needed relief crews at Anchorage, Shemya and Tokyo. Now, the crews go nonstop and it takes just 14 hours from New York to Tokyo—a trip that used to take 39 hours."

First Flight Crew

Crewing the first leg of the trip July 15, 1947, are (below, left to right) radio operator Jerome Koerner, flight mechanic Donald Rector, navigator George T. Bickel, purser Virgil Carlson, first officer Larry Horner, stewardess Evelyn Currie and captain Ed LaParle.



CELEBRATING 50 YEARS of Service to Asia


you meet such interesting people when you fly
NORTHWEST AIRLINES
EXCLUSIVE STRATOCRUISER SERVICE COAST TO COAST AND TO ASIA!

FIRST MAGAZINE COLOR AD in 1952 used costumes to "telegraph" Northwest's many destinations in the U.S., Canada, Hawaii, Alaska and the Orient.

First Color Ad Hits Magazine Stands

By the early 1950s, more people are flying to Asia. In 1952, Northwest's first color magazine ad promises not only exotic destinations, but also interesting traveling companions.

But when Northwest first opened its Asia routes in 1947, things were different. "The passengers were almost exclusively American," says Bill Glaza, Northwest manager of public relations and government sales in Japan, 1953–87. "A Japanese person needed a visa and had to purchase the ticket in dollars, so it was very hard for Asians to travel. A few Manila citizens were immigrating to the U.S., but mostly it was U.S. businessmen, government officials and the military."

Sleep on a Cloud...

...So promises the copy in a December 22, 1953, advertisement romancing travel on a Boeing Stratocruiser. "Stratocruiser berths provide more room than standard railroad berths," the ad continues. "A wind-proof curtain separating the berth section from the main passenger loading door is drawn at night to protect sleeping passengers from chills during ground stops."

TOKYO
ANGHAI
THE SHANG
ORTHWEST

Great Circle Route Originates in the Twin Cities

Northwest began flying the great circle route to Anchorage, Shemya, Tokyo, Seoul, Shanghai and Manila from the Twin Cities in 1947. By using the north-Pacific route instead of the mid-Pacific one, New York became 2,000 miles closer to Japan. Fifty years later, Northwest continues to serve Asia via the north Pacific.

continued on page 49

Grand Opening

NOW OPEN WOLFCHASE GALLERIA; MEMPHIS, TN 901/382-3600
COPLEY PLACE; BOSTON, MA 617/236-0185

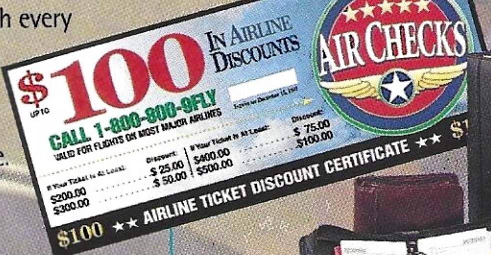
OPENING MAY '97 PARK PLAZA; LITTLE ROCK, AR 501/280-9294

CELEBRATE THE SAVINGS!

BENTLEY'S
LUGGAGE & GIFTS
More than a luggage store!

BENTLEY'S BONUS Receive one $100 airline certificate with every purchase of $200 to $349.

Receive two $100 airline certificates with every purchase of $350 or more.


UP TO $100 IN AIRLINE DISCOUNTS
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CALL 1-800-800-9FLY
VALID FOR FLIGHTS ON MOST MAJOR AIRLINES

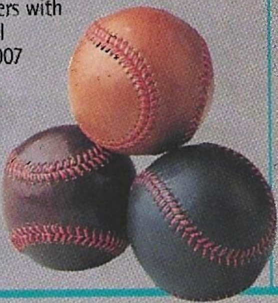
If Your Ticket Is At Least:	Discount:	If Your Ticket Is At Least:	Discount:
$200.00	$ 25.00	$400.00	$ 75.00
$300.00	$ 50.00	$500.00	$100.00

$100 ★★ AIRLINE TICKET DISCOUNT CERTIFICATE ★★

Bosca

EXECUTIVE BASEBALL Styled with distinction and timeless sophistication in an assortment of Bosca's luxurious Old Leathers with baseball's traditional red stitching. #800007

$20



BOSCA

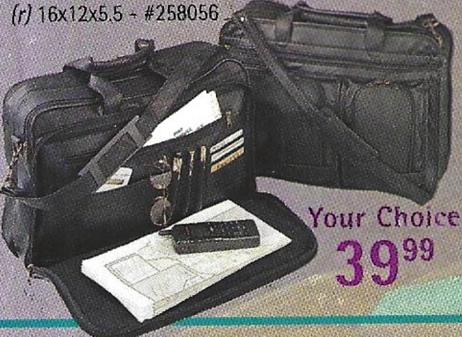
Your Choice **29.99**

Mark Phillip

40-50% Off Choose from leather accessories that are functional, fashionable and value priced. MSRP $50-60
6 Ring Zip Around Agenda (8x5.75x1.5)
Black - #358084; Burgundy - #358422
Letter Pad Holder (12.25x9.5x.5)
Black - #358087; Burgundy - #358448

LaSalle Briefcases

$25-30 Off Organize your life with a new functional portfolio. Made of soft and durable, rich looking leather-like vinyl with lined interior. Large capacity with convenient organizer sections and removable shoulder strap. MSRP $65-70
Double Gusset Portfolio *(l)* 17x11.5x5 - #258057;
(r) 16x12x5.5 - #258056



Your Choice **39.99**

Dakota Metro

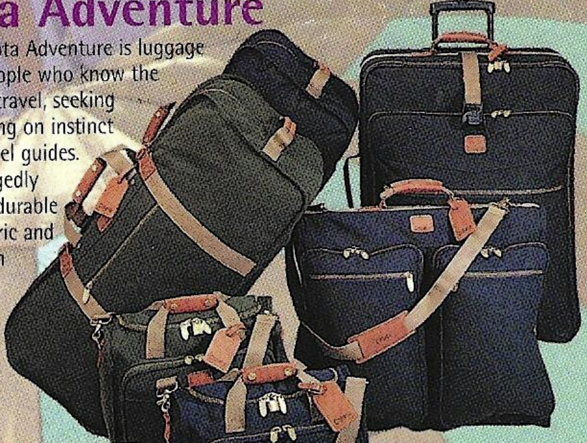
SPECIAL METRO DUFFLE OFFER Buy one piece of Dakota Metro luggage and get a 21" ballistic duffle at a special price of $79.95. Buy two pieces of Metro and receive the duffle as our FREE GIFT. (Travel kits are not included in this offer.)

25% Off Forward motion. Forward thinking. Dakota Metro is a progressive luggage collection for people on the move. Metro represents the ultimate balance of function and fashion. Made from modern, ultra-durable ballistic weave nylon fabric with rich full-grain leather trim. Dakota Metro is designed to keep you moving forward ....for a lifetime.

			MSRP	SALE
#470213	15" Beauty Satchel	15x11x8	$160	119.99
#470212	25" Cargo Duffle	25x13x11.5	$187.50	139.99
#470210	30" Wheeled Duffle	30x14x13.5	$270	199.99
#470205	45" Garment Bag	45x23x3.5	$335	249.99
#470207	Wheel-A-Way Carry-On Suiter	14x22x8	$375	279.99
#470208	27" Wheel-A-Way Suiter	21x27x10	$450	329.99
#470209	30" Wheel-A-Way Suiter	22x30x10	$475	349.99
#470206	40" Wheel-A-Way Garment Bag	40x23x4	$475	349.99

Dakota Adventure

25% Off Dakota Adventure is luggage designed for people who know the exhilaration of travel, seeking adventure, relying on instinct rather than travel guides. Made from ruggedly handsome and durable poly-canvas fabric and natural full-grain leather, Dakota features solid brass hardware and a lifetime guarantee.



SPECIAL ADVENTURE DUFFLE OFFER Buy one piece of Dakota Adventure luggage and get a 21" poly-canvas duffle at a special price of $69.95. Buy two pieces of Adventure and receive the duffle as our FREE GIFT. (Travel kits are not included in this offer. Valid thru 07/31/97 or while quantities last.)

			MSRP	SALE
#3251	25" Cargo Duffle	25x13x11.5	$175	129.99
#3232	45" Garment Bag	45x23x3	$325	229.99
#3242	Wheel-A-Way Carry-On Suiter	14x22x10	$335	249.99
#3245	27" Wheel-A-Way Pullman	20x27x10	$400	299.99
#3241	40" Vertical Garment Bag	40x23x3	$450	329.99
#3246	30" Wheel-A-Way Pullman	22x30x10	$450	329.99

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$200.00	$ 25.00	$400.00	$ 75.00
$300.00	$ 50.00	$500.00	$100.00

$100 ★★ AIRLINE TICKET DISCOUNT CERTIFICATE ★★ $100

BENTLEY'S BONUS

Receive one $100 airline certificate with every purchase of $200 to $349.

Receive two $100 airline certificates with every purchase of $350 or more.

VISIT OUR STORES IN MAJOR MALLS THROUGHOUT FLORIDA; ATLANTA, GA; DETROIT, MI; PHILADELPHIA, PA; PITTSBURGH, PA. ALSO IN ANN ARBOR, MI; ANNAPOLIS, MD; ARLINGTON, VA; BETHESDA, MD; BOSTON, MA; CHARLESTON, WV; CHICAGO, IL; COLUMBIA, SC; COLUMBUS, OH; DAYTON, OH; GRAND RAPIDS, MI; INDIANAPOLIS, IN; JACKSON, MS; LEXINGTON, KY; MCLEAN, VA; MILWAUKEE, WI; MINNEAPOLIS, MN; MONTGOMERY, AL; NASHVILLE, TN; PRINCE WILLIAM, VA; RICHMOND, VA; SAVANNAH, GA; PUERTO RICO.

WE WILL GLADLY SHIP ANYWHERE; SHIPPING CHARGES ADDITIONAL. MAJOR CREDIT CARDS ACCEPTED. CORPORATE ACCOUNTS WELCOME. PRICES MAY BE HIGHER IN PUERTO RICO. OFFERS VALID THRU 06/30/97 UNLESS NOTED OR WHILE QUANTITIES LAST. * MSRP.

The Lighter Company

Light your burning desires with advanced technology from The Lighter Company. With a lifetime warranty, all styles are windproof and refillable. Now rekindle your relationship with cigars or cigarettes with fashionable styles and *hot!* prices.

Stogie:	#201001-Double Flame	14.95
Laser:	#201002-Chrome; #201004- Gold	29.95
Antique:	#201006-Gold; #201005-Silver; #201007-Black	24.95

Parker

Parker Sonnet...the writer's pen! Created for that inspiring moment when thought, pen and paper come together. Purchase a Parker Sonnet Sterling Silver Cisele' or Laque Black Ball Pen and receive a gold plated Parker Arrow letter opener, FREE.

Laque Black	#345780	$70
Sterling Silver	#345779	$115

PARKER SONNET

Atlantic Infinity II

35-50% Off This restyled collection is made of 1800 denier polyester material with Teflon® treatment for durability. All wheeled pieces feature Atlantic's locking, Control Track™ retractable pull handle system and sealed, in-line ball-bearing wheels for easy maneuvering. Protected by a 10-year Atlantic warranty.

SPECIAL GIFT
With the purchase of any Infinity II wheeled luggage, receive a 20" duffle ($60 value), FREE!

		MSRP	SALE
Shoulder Tote	#14F - 16x10.5x8	$ 80	49.99
Rolling Duffle	#10FP - 28x13x12	$225	119.99
22" Carry-All	#93F - 22x8x14	$250	139.99
22" Carry-All Suiter	#94F - 22x8x14.5	$325	159.99
26" Upright Pullman	#26F - 26x19x9	$325	159.99
29" Upright Pullman	#29F - 29x21.5x10.5	$340	169.99
Wheeled Garment Bag	#42F - 46x4.25x23.5	$350	169.99
29" Pullman	#39F - 29x21x10.5	$375	199.99

Travelpro Platinum

25-30% Off Travel first class with this new 1040 ballistic nylon collection. The sleek styling accents the extra pockets, foam padded carry handles, roomy interiors and is guaranteed for years of travel ease.

BONUS GIFT
With any $200 Platinum purchase receive a Platinum Deluxe Toiletry Kit ($50 value), FREE!

			MSRP	SALE
#393943	Deluxe Accessory Bag	16x10.75x8	$230	159.99
#393941	22" Deluxe Duffle	21.25x12.5x11	$270	184.99
#393942	Deluxe Computer Bag	17x12x6	$270	189.99
#393939	22" Rollaboard™ Suiter	14x22x8	$375	279.99
#393940	Deluxe Garment Bag	23x43x3	$400	284.99
#393945	26" Vertical Pullman	26x17x9	$470	349.99
#393947	Rolling Garment Bag	23x17x7	$500	359.99
#393946	29" Vertical Pullman	29x20x10	$515	369.99

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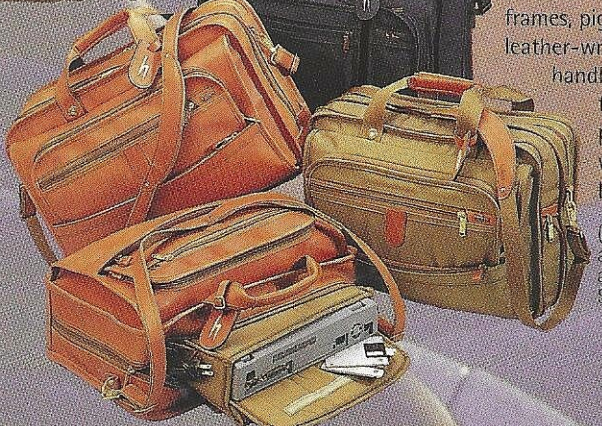
Tradition and technology are integrated to produce Hartmann styles of uncommon beauty, durability and convenience. Hartmann looks to the future but believes in traditional, handcrafted quality that cannot be compromised and will never go out of style.



Mobile Travelers have sealed ball-bearing wheels, sturdy frames, piggyback straps and leather-wrapped fiberglass handles. Expandables feature increased packing capacity when needed. Lifetime warranty.

(Personal accessories and promotional items are not eligible for the $100 discount).

LUGGAGE			Ballistic	Tweed
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#112	Extreme Sport Duffle	13.5x21x11.5	$320	
#121	Expandable 3 Zip	10.5x22x13.5	$340	$395
#310	Expandable Mobile Traveler	9-11x14x22	$495	$540
#307	Mobile Traveler Garment Bag	9.5x21x20	$550	$610
#311	Expandable Mobile Traveler	10.5-12.5x20x26	$640	$665
#309	48" Mobile Traveler Garment Bag	10.5x21x23	$640	$695

BRIEFS			Ballistic	Belting
#513	Home Office	15.75x11.25x5.25	$255	$525
#514	Large Expandable Brief	16.25x11.25x5.75-7	$255	$525
#518	Ultra Computer Brief	16.75x11.5x6.75	$295	$545
#512	Computer Organizer	16.75x11.5x6.75	$300	$555

ACCESSORIES			Ballistic	Belting
#630	Top Zip Travel Kit	5.5x10.75x5.25	$70	$145
#629	Organizer Travel Kit	4x11x6	$80	

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Colibri 925 Sterling Silver Pens
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$130

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Now is the time to SAVE on Samsonite's Silhouette 5 best selling wheeled upright traveling companions. Expandable Carry-On Upright #065; MSRP - $255
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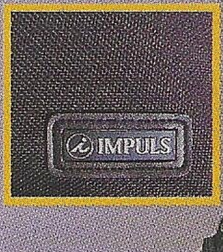

		MSRP	SALE
14" Personal Bag	#14 - 14x11x7	$100	49.99
21" Square Duffel	#83 - 21x14x11.5	$180	59.99
22" Inflight Upright	#93 - 14x22x8	$250	99.99
26" Upright Pullman	#26 - 19x26x9	$300	119.99
29" Upright Pullman	#29 - 21x29x10	$330	129.99
Rolling Garment Bag	#48 - 23.5x45.5x3	$350	139.99

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With the purchase of any Impuls Targa wheeled luggage, receive a European-style Organizer ($100 value), FREE!

		MSRP	SALE
14" Personal Bag	#14 - 14x11x8	$160	79.99
20" Square Duffel	#83 -20x12x12	$175	99.99
25" Square Duffel	#08 - 25x12x12	$225	139.99
Classic Satchel (tapestry only)	#80 - 18x14.5x9.5	$225	139.99
22" Inflight Upright	#93 - 22x14x7.75	$325	189.99
Rolling Suiter	#40 - 22x14x9	$370	219.99
26" Upright Pullman	#26 - 19x26x9	$360	229.99
30" Upright Pullman	#30 - 21x29x10	$400	249.99
Rolling Garment Bag	#48 - 23.5x45.5x3	$450	269.99

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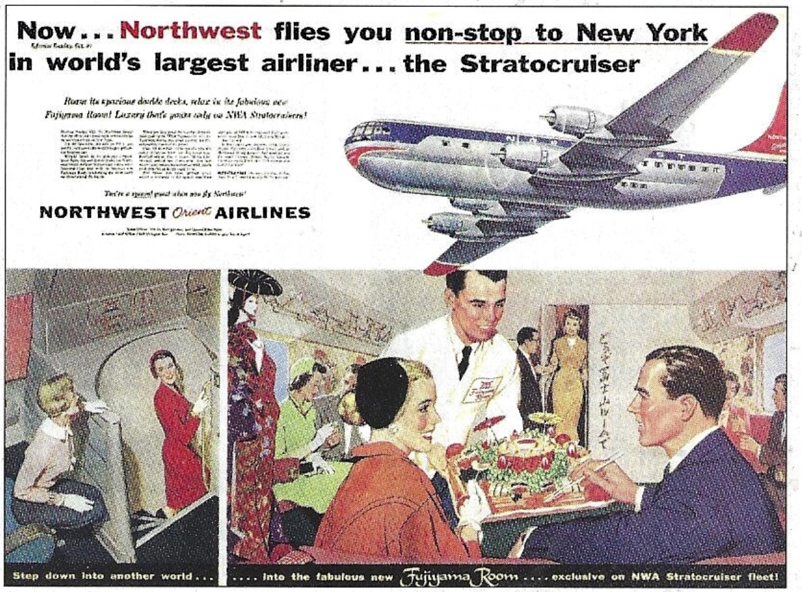
Fujiyama Room Puts Glamour Into Flying

On October 30, 1955, Northwest introduces the Fujiyama Room on the lower level of its Stratocruisers and features Asian decor and gourmet delicacies. "The food served on those early trips was really pretty lousy," recalls co-pilot Warren Avenson. "Frozen Maxson meals were sent over in a refrigerated ship, picked up at the dock and put in the freezer at Northwest Airlines' staff house. Later, the meals were thawed and heated on the plane. One captain, who appreciated fine dining, wouldn't let flight attendants serve these 'frozen-food entrées' between Tokyo and Korea. He brought his own food to share with the passengers."



Now . . . Northwest flies you non-stop to New York in world's largest airliner . . . the Stratocruiser

Roam its spacious double decks, relax in the fabulous new Fujiyama Room! Luxury that's yours only on NWA Stratocruisers!

You're a special guest when you fly Northwest!

NORTHWEST *Orient* AIRLINES

Step down into another world . . . . . . into the fabulous new *Fujiyama Room* . . . . exclusive on NWA Stratocruiser fleet!

Cheaper by the Two Dozen

In 1957, Northwest adds 24 DC-7Cs—touted as America's fastest, finest long-range airplanes.

Into Thin Air

In 1957, Northwest is the only airline using pressurized aircraft on all its flights. "We normally flew at 8,000 feet so passengers could breath easily without pressurization," says Jerome Koerner. "But when we went over the Rockies and had to climb to 18 or 19,000 feet, the air was so thin, we couldn't breathe without pressurization. So it was a real plus."

Stratocruiser Cuts Flight Time

In 1955, the 300-mph Boeing 377 Stratocruiser trims nearly eight hours off the previous flight time to Tokyo. The plane provides 69 first-class seats on the upper level and 14 spaces in the lower-deck cocktail lounge. "I remember the general office congratulating us for the superb load factor. We had 25 passengers on the flight when it left Tokyo—the first time we had reached that number," recalls Bill Glaza, Northwest manager of public relations, Japan, 1953–87.

CELEBRATING 50 YEARS of Service to Asia

1960s

Sounds of Silence

In 1960, Northwest pioneers an industry leadership in noise abatement that continues to this day. "Management recognized the problem as soon as jets began arriving, and Northwest began a series of research experiments aimed at minimizing the inevitable rise in decibels. The result was an exact procedural system to be followed during all landings and take-offs," says Jerry Fredrickson, Northwest director of flying.

NORTHWEST AIRLINES
733

Fastest Air Service to Tokyo Is Launched

Northwest passengers receive a colorful welcome in 1960 on an inaugural flight to Tokyo's Haneda Airport. Although the Boeing 720-B mostly flies domestic U.S. routes, it can make the trans-Pacific route via Anchorage. On July 8, 1960, Northwest offers the fastest U.S. jet service from New York to Tokyo —beating its closest competitor by six hours, 31 minutes.

NORTHWEST ORIENT

A Big Jets Fan

With the arrival of Boeing intercontinental 707-320s in 1963 and the sale of the original DC8s, Northwest becomes the first operator in the U.S. with all fan jets. In 1971, Northwest adds five long-range B747s capable of flying 6,740 miles nonstop.

THE SIXTIES

Making a Major Point
Flight attendants dramatize the size of jet-engine nacelle..

1963
Northwest's new corporate logo is inspired by the tail design of the Northwest jets in the early 1960s. Northwest passenger miles top, for the first time, the two-billion mark. Northwest orders its first 11 tri-jets, the Boeing 727-100s. On October 28, 1963, Northwest Airlines begins nonstop flights between Tokyo and Seattle.

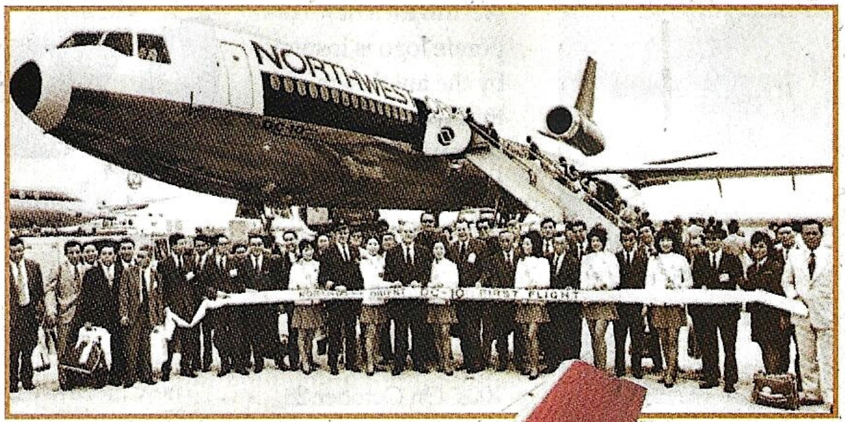
1969
Designer K.M. Lee, a Hawaiian of Chinese parentage, creates the new Northwest corporate symbol. The logo is a contemporary derivative of Northwest's well-established and traditional red-tail hallmark.

Paradise Found
720B over Waikiki in 1961. San Francisco-Honolulu-Orient flights begin in 1969.

More Milestones

1961: Northwest is given permanent authority over its Pacific routes, those in service since 1947, including Korea, Okinawa, Taiwan, Philippines and Hong Kong. **1962:** With the advent of the intercontinental jets, Shemya Island no longer is needed for trans-Pacific refueling. **1965:** Northwest's net income rises to $45.7 million.
1967: Northwest's fleet reaches a total of 81. Northwest offers first service to Osaka.

CELEBRATING 50 YEARS of Service to Asia

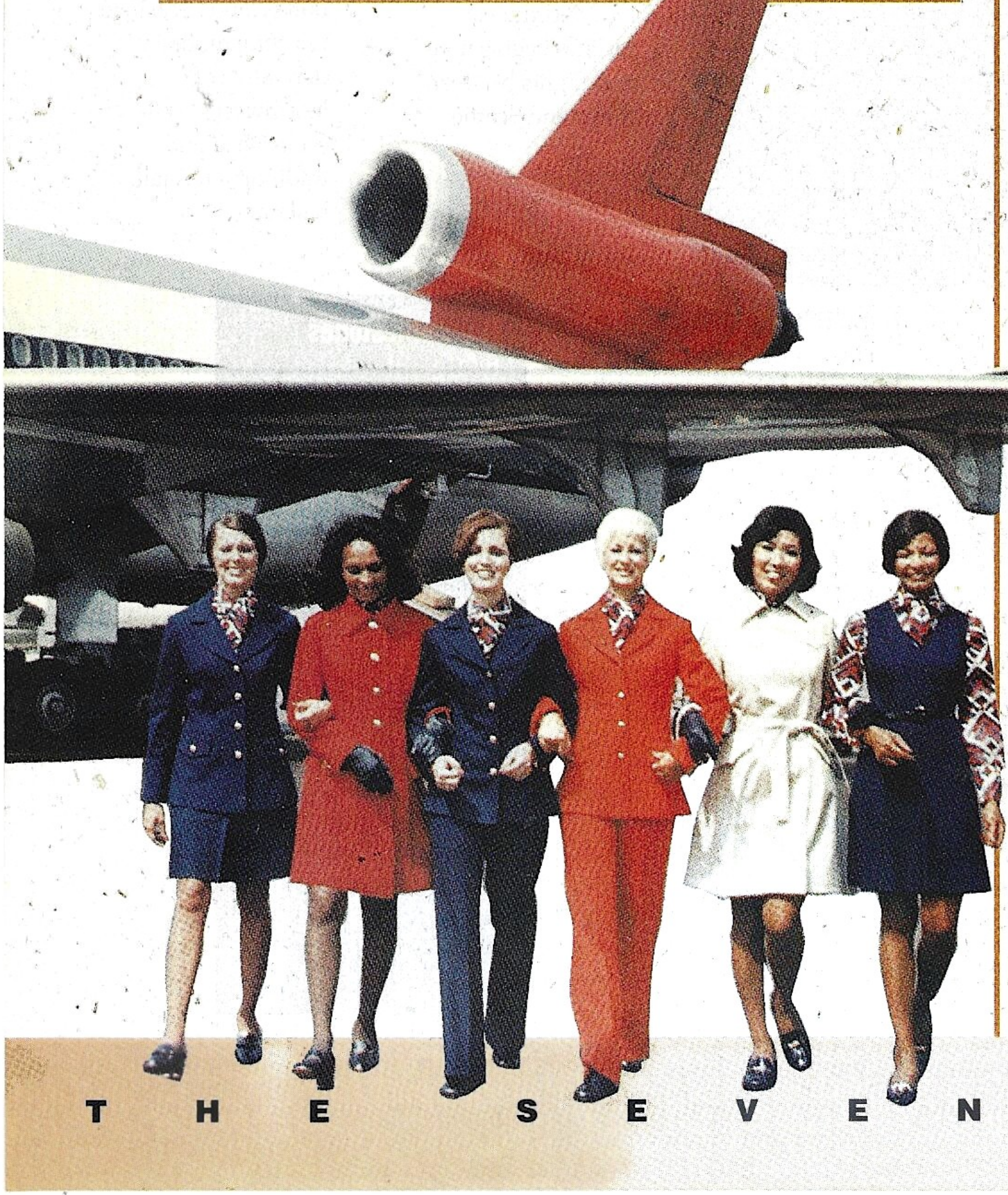


Paying Tribute to the DC-10

In 1971, Northwest orders 14 customized 236-passenger DC-10s, with a range 1,205 miles more than the standard model. On June 2, 1973, Tokyo personnel celebrate the first Northwest DC-10 service to Asia.

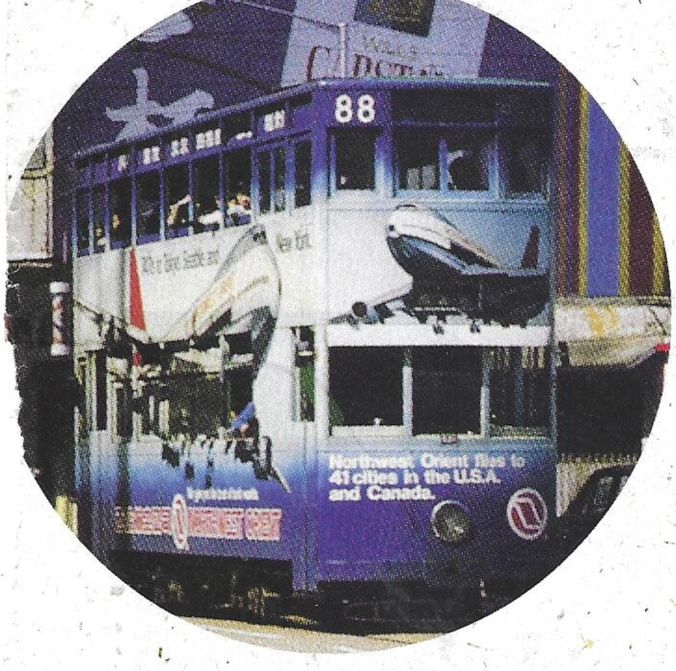
Also Noteworthy

1972: Northwest is the first airline to provide Japanese interpreters for its customers.
1975: Northwest makes a nonstop demonstration flight on a DC10-40 from Los Angeles to Hong Kong (7,677 miles) in 14 hours, 44 minutes.

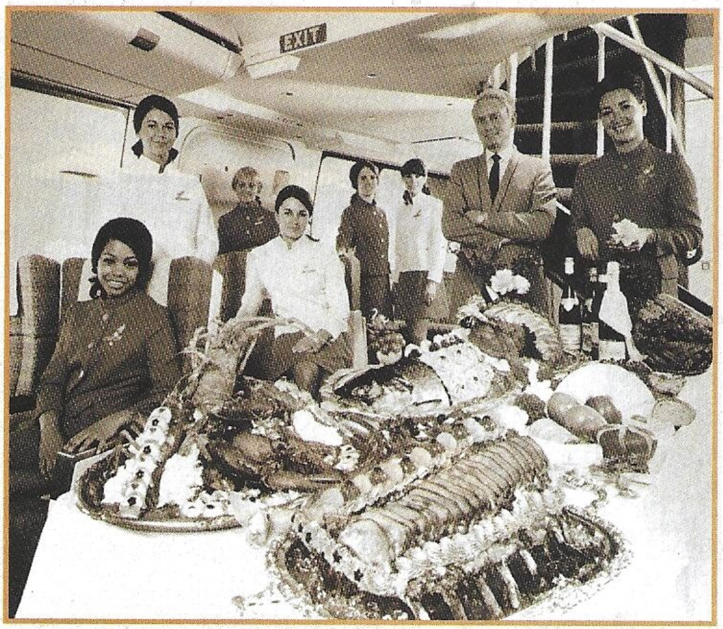


Flights of Fancy

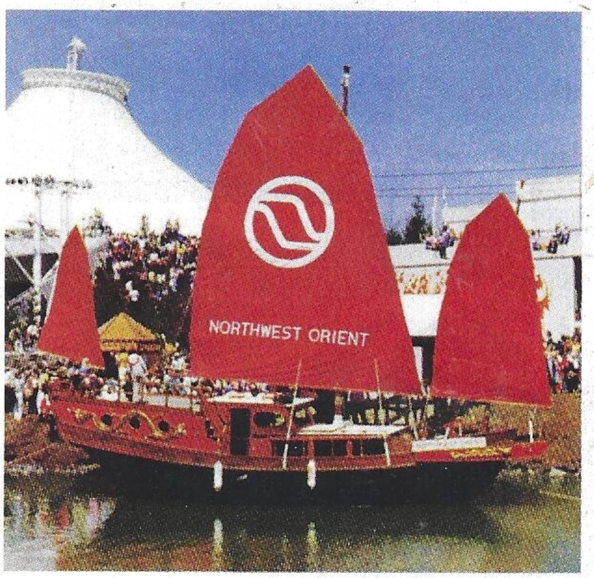
Along with the new DC-10 service in the early 1970s, Northwest flight attendants get an updated look.


88
Northwest Orient flies to 41 cities in the U.S.A. and Canada.
NORTHWEST ORIENT

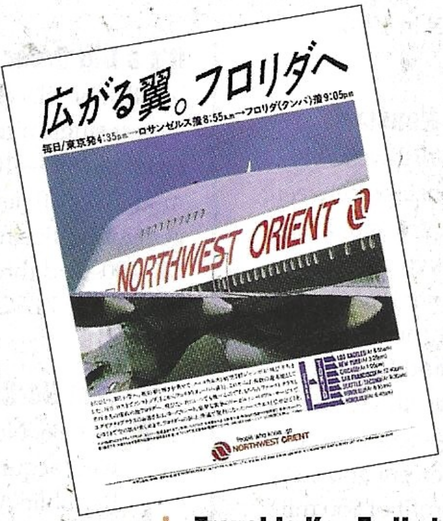
Traveling Billboards
Northwest uses Hong Kong's double-decker trams in 1970 to promote 747 trans-Pacific flights.



Dining in Style
First-class passengers anticipate feasting on a gourmet buffet on this 747-100 in 1971.


NORTHWEST ORIENT

Spotlighting Asia's Rich Heritage
At the Expo '74 in Spokane, Northwest showcases its service to Asia with an authentic Chinese junk from Hong Kong. In 1979, Northwest inaugurates flights between Seattle and Seoul and between Honolulu and Osaka.



広がる翼。フロリダへ

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People who know, go
NORTHWEST ORIENT

Travel Is Key To Understanding
Northwest runs advertising in Japanese, Chinese, Korean and English. This ad in Japanese promotes key U.S. cities served by Northwest.

CELEBRATING 50 YEARS of Service to Asia

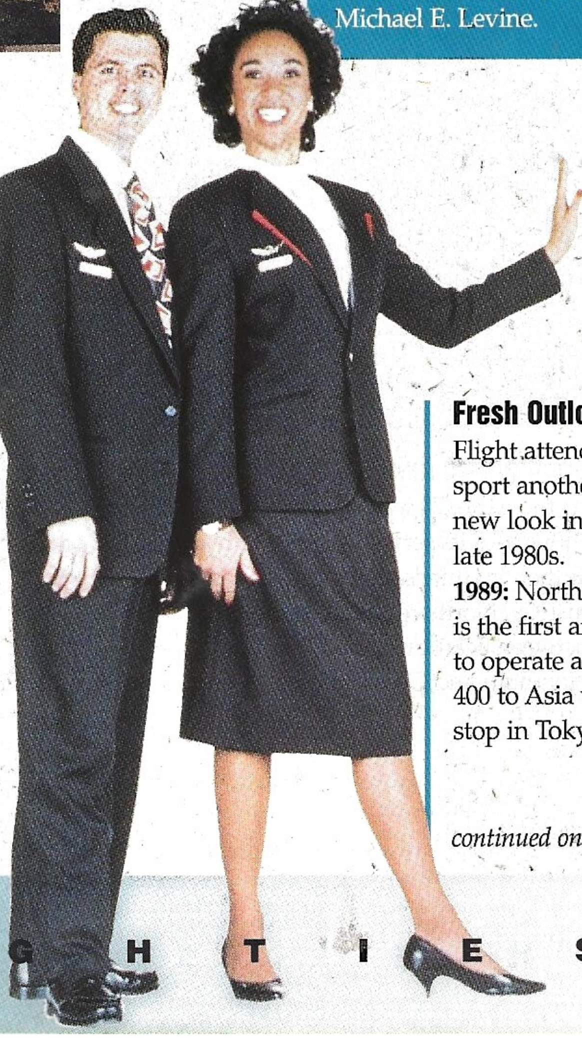
Going in Grand Style
A Northwest Boeing 747 flies over the Grand Hotel in Taipei in 1980.

Flying Nonstop
1981: Northwest initiates nonstops between Los Angles and Tokyo and Tokyo and Guam (a favorite Japanese destination) and between Taipei and Manila. **1983:** Northwest raises its passenger load factor to 60 percent and earns a net profit of $50 million. **1984:** After a 35-year hiatus, Northwest returns to Shanghai.

It's a Big Order
Northwest places its largest single aircraft order in 1985—10 more 757s, 10 new-generation Boeing 747-400s and three long-range 747-200s.

Just Northwest
In 1986, Northwest acquires Republic Airlines and drops the *Orient* from its name.

Straight to the Top
In 1984, NWA becomes the No. 1 trans-Pacific carrier. "When Asia was a very faraway place for most North Americans, we made a commitment to operate there and to open a series of north-Pacific routes that brought Asia and the U.S. much closer together. I think that commitment is one of the main reasons for our success," says NWA Executive Vice President, Michael E. Levine.



Fresh Outlook
Flight attendants sport another new look in the late 1980s.
1989: Northwest is the first airline to operate a 747-400 to Asia with a stop in Tokyo.

continued on page 56

THE EIGHTIES

Now save 50%

on AT&T inflight calls

between 7:00 pm and 7:00 am CDT.

Now thru July 31, you can try inflight phones for just $1.50 to connect and only $1.50 a minute.

Summertime is a great time to save. And now you can save on AT&T inflight calls. Because for a limited time, all inflight calls placed between 7:00 pm and 7:00 am (CDT) are half-price, including international calls (now just $2.50 to connect and $2.50 a minute). So call the office. Check voice mail. Catch up with a friend or family member. There's never been a better time to try AT&T inflight phones.

NORTHWEST
AIRLINES

AT&T Wireless Services

AT&T

It's all within your reach.

Promotion price of $1.50 to connect and $1.50 per minute or partial minutes plus taxes will apply to all voice calls and all fax and data transmissions made between 7:00 pm and 7:00 am Central Daylight Time (CDT) from May 1, 1997 through July 31, 1997 on participating airlines. International calls are $2.50 to connect and $2.50 per minute or partial minutes plus taxes during the same periods. The promotion price may not be combined with any other discount. The 50% discount price does not apply to operator assistance or directory assistance charges. Calls will be charged according to the time the call is initiated and will remain at that rate for the duration of the call. US, Canadian, 800 & 888 calls made between 7:00 am & 7:00 pm (CDT) are billed at $2.99 per call to connect, plus $2.99 per minute or partial minutes, plus applicable taxes. International calls cost $5 to connect, plus $5 per minute or partial minutes, plus taxes. Billing begins when call is answered. Partial minutes of use are rounded up and billed as a full minute.

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CELEBRATING 50 YEARS of Service to Asia

continued from page 54

The Spirit of Beijing
北京之光

1997

Detroit to Beijing in 1996

Co-chairman Gary Wilson inaugurates nonstop Northwest service from Detroit to Beijing, cutting eight hours for travelers leaving from the eastern half of North America.

More Nonstops to China

In late 1996, Northwest is providing seven flights each week to China, including three nonstop flights between Detroit and Beijing—the only regularly scheduled nonstop service from the U.S. to China's capital operated by a U.S. carrier.

Golden Anniversary

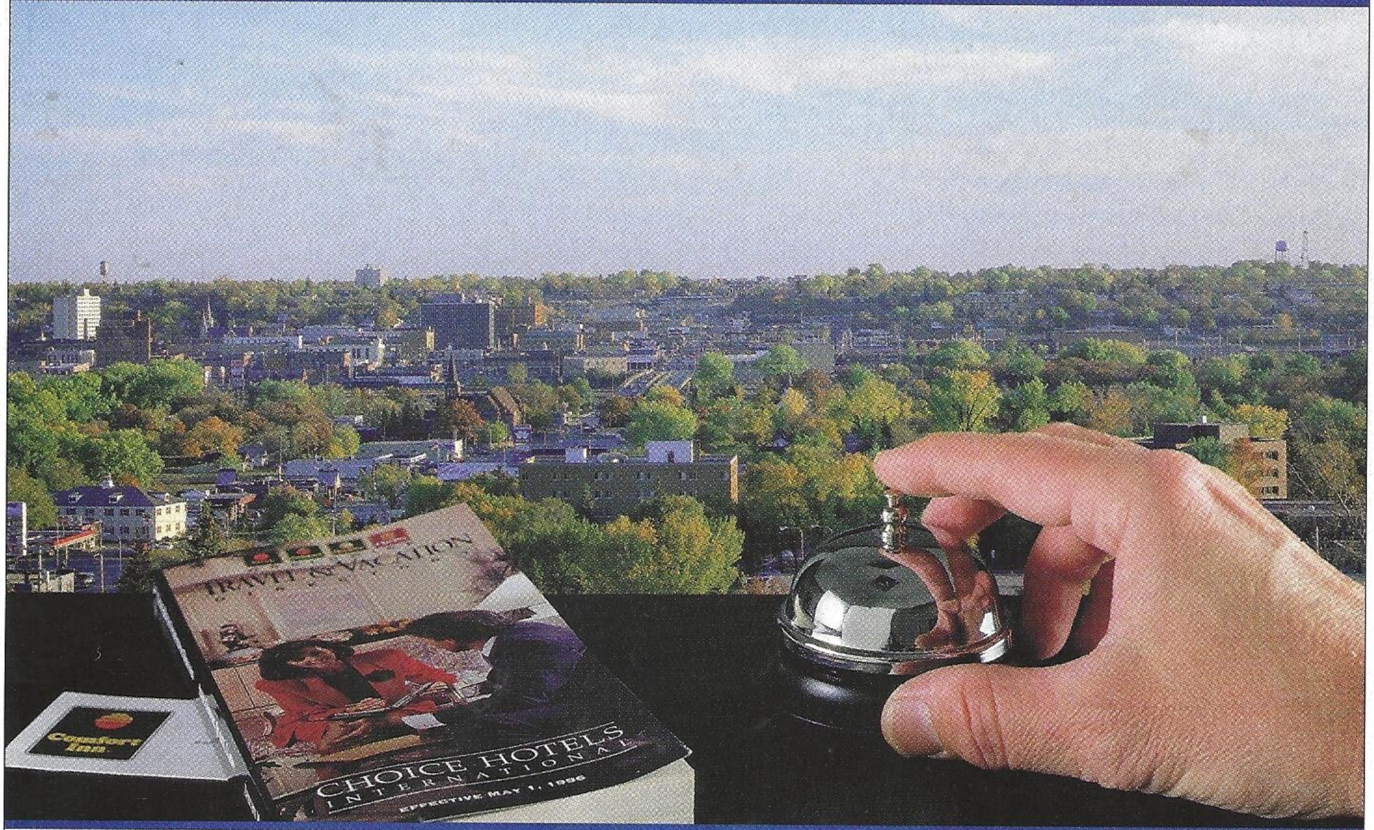
This year Northwest celebrates 50 years of flights to Asia. "If you look back at what's happened between 1947 and 1997, the first lesson you learn is you can't project exactly what will happen," says Michael E. Levine, executive vice president, NWA. "The second lesson is there's the prospect of remarkable change and remarkable growth. We hope to be as actively involved in Asia in the next 50 years as we were in the last 50."

Really Knowing How To Fly

1994: Northwest offers World Business Class and increases Osaka flights from 18 to 42.. **1997:** NWA begins nonstop service from Minneapolis-St. Paul to Osaka.

Just one in a series of successful relocation stories

AFTER YEARS OF HELPING TRAVELERS RESERVE ACCOMMODATIONS, WE MADE OUR MOVE TO *Minot, North Dakota* WITH NO RESERVATIONS.



"Every aspect of our decision-making process proved to be a 'win-win' scenario, from the labor pool to the openness of communication."

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Don Brockway,
Vice President Reservations Operations,
Choice Hotels International, Inc.
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When Choice Hotels International was looking for a new location for an international call center, they came knocking on our door.

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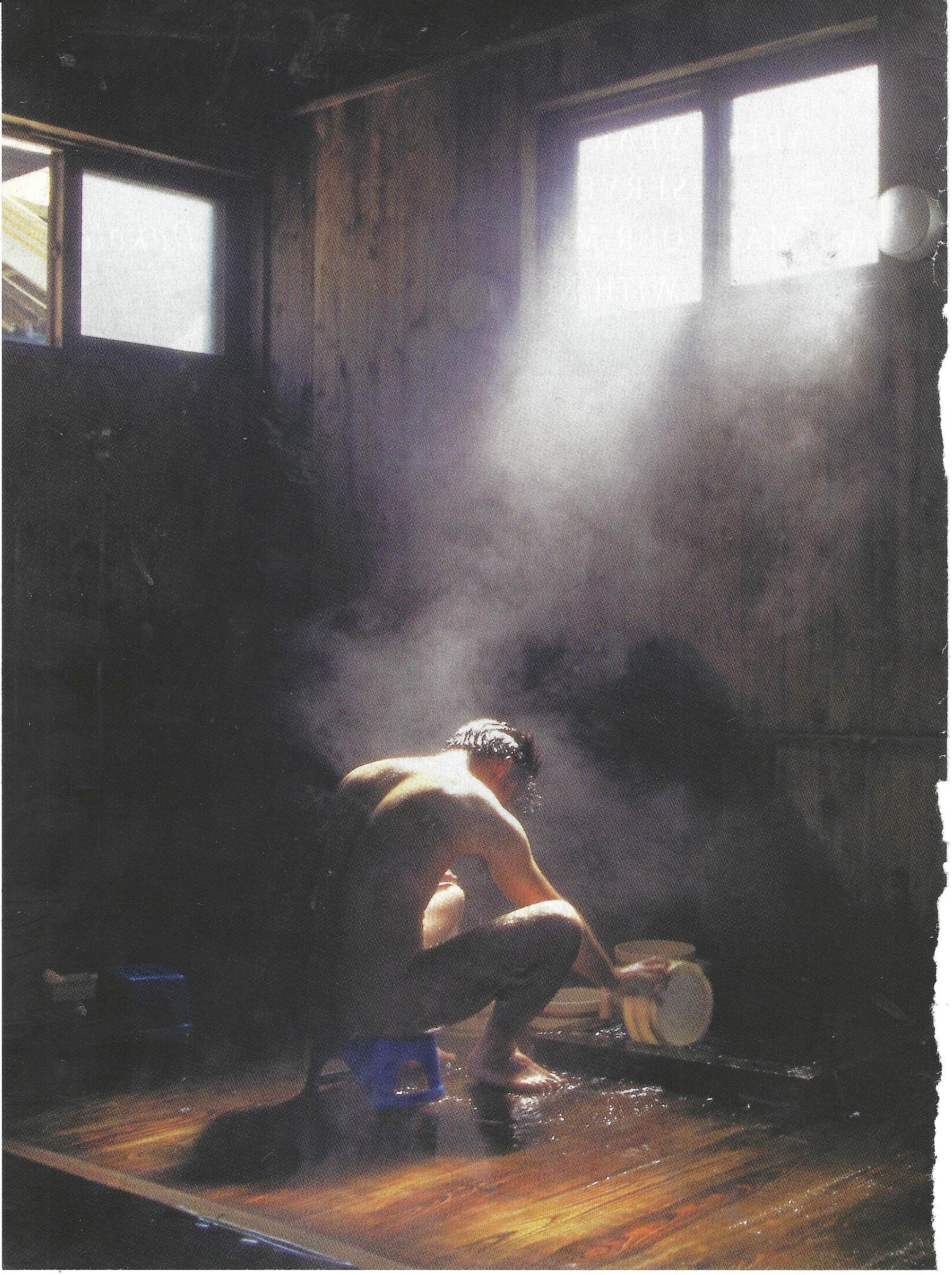
NORTH DAKOTA
Where business is heading



Washing the Body, Cleansing the Spirit

Bathing is a time-honored Japanese tradition foreigners can enjoy, too. Visiting a hot spring resort lets you soak up a cultural experience while indulging in the mystique of the bath.

Steam fogs the mirrors and clouds the air, veiling the bodies of the women who kneel by the chrome taps. Hot and cold water gushes from the spigots into yellow plastic basins, overflowing onto the floor. A young woman, her dark hair wrapped in a narrow white towel, soaps her neighbor's back, lifts a basin and carefully sluices her down. The voices of friends greeting each other across the steam-filled room bounce off the white-glazed tiles.

In the large pool of near scalding water, two older women, submerged to the chin, sit motionless, waiting for the heat to sink into their bones. An ordinary evening at the neighborhood bath.

How different from the quick morning shower favored by many Americans. For the Japanese, bathing entails far more. First scrubbing and rinsing away every trace of grit and grime, then immersing the body in pure hot water, soaking motionlessly until the heat becomes unbearable or faintness threatens. The ancient routine not only cleans the body but purifies the spirit of worldly pollution.

The connection between cleanliness and godliness is deeply rooted in the beliefs of Shinto, Japan's indigenous religion. According to myths, the creator-deity made the moon, sun and other gods by washing various parts of himself. More than 1,600 years ago, Chinese visitors noted the attention the Japanese paid to personal cleanliness and to ritual purification by bathing to ward off disease and pollution.

The volcanic islands of Japan are blessed with natural springs of hot water, gushing forth in mountain gorges, seeping into the stony beds of the country's many rivers, welling up in caves and at the edge of the sea. According to legend, ancient Japanese were led to bathe in these steaming springs by wounded wild animals restored to health by the curative powers of the mineral-rich waters. Early Shinto shrines often were established at springs or wells, kept pure to prevent illness.

Today, before entering the inner precinct of a shrine, worshippers stop to rinse their mouths and hands to be ritually clean when they pray. Purification is at the heart of many of the rites performed by shrine priests, but most Japanese don't consciously connect the act of bathing with the purification of body and spirit.

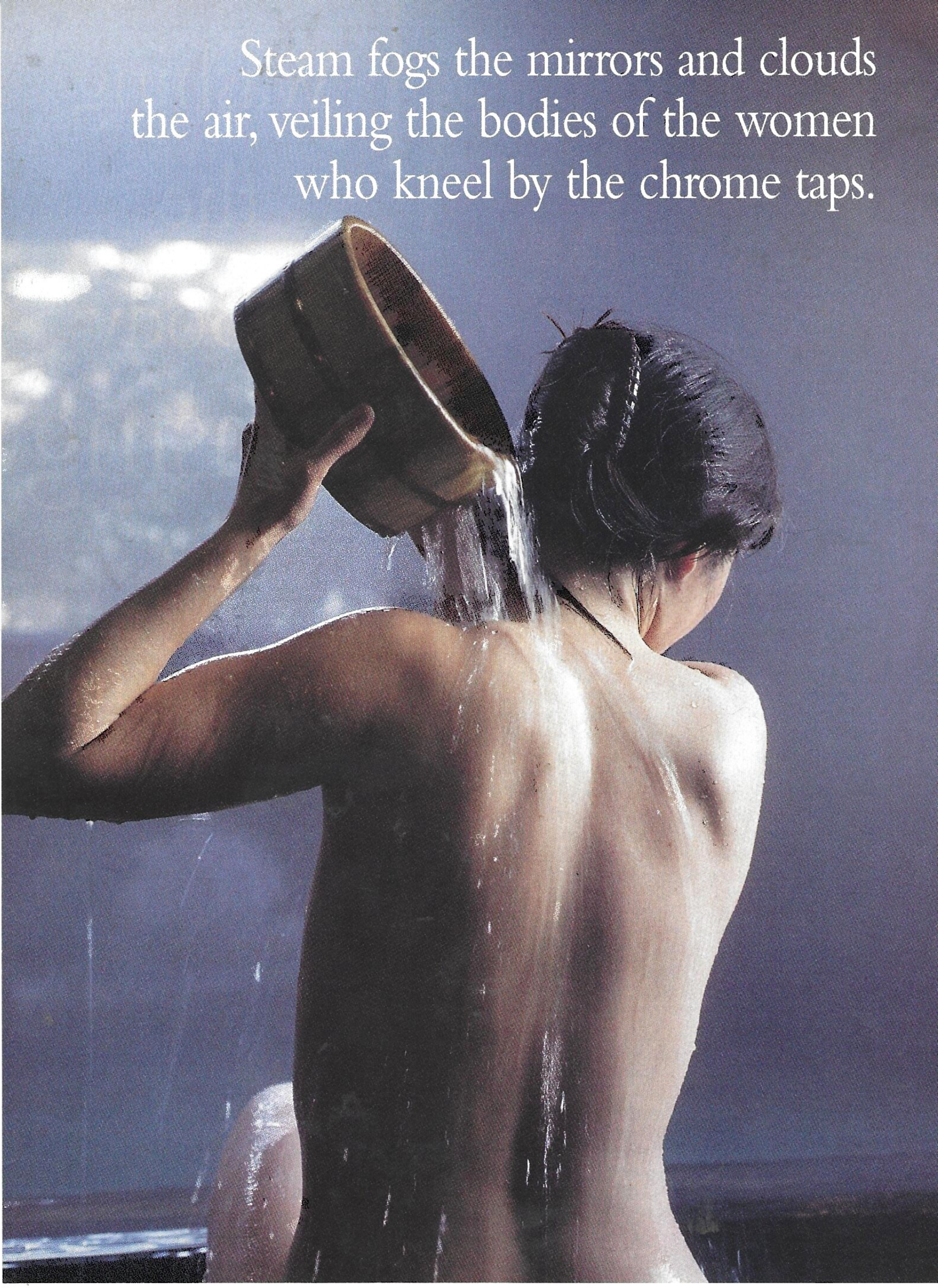
Besides getting clean, taking a bath is a form of socializing, recreation, relaxation, romance and healing.

Recently built houses and apartments have private baths, but many homes erected before and in the two decades following World War II did not. Since the first commercial public bath opened in Edo (now Tokyo) in 1591, the public baths in large cities and small country towns often functioned as the center of community life, where men, women and children gathered every evening to bathe, relax and exchange news and gossip.

In the mid-1960s, six million Japanese visited public baths daily. Since then, the number of public baths has fallen sharply, but some people still prefer the large bath-

By Amanda Mayer Stinchecum

Photography By Ken Straiton



Steam fogs the mirrors and clouds
the air, veiling the bodies of the women
who kneel by the chrome taps.

pool with its endless supply of steaming water, a chance to visit with friends and no clean up afterward. Some owners attract clientele by offering a "super bath" with sauna, jacuzzi, steam, various mineral baths, outdoor bathing and even coffee and wine bars. They charge double or triple the price of a simple public bath.

Even more grandiose are the "health-land" spas springing up around the outskirts of Tokyo, where for around $17.50–$22 plus extras, indefatigable escapists can enjoy not only bathing, massage, exercise and swimming facilities but movies and restaurants 24 hours a day.

A typical European-style spa promotes an almost clinical emphasis on a healthy regimen of diet, hydrotherapy, bathing and drinking the waters to cure all ills.

Bathing at a traditional Japanese hot spring resort encompasses the well-being of bathers in a much broader sense. It takes them out of their workaday world for a short time, suspending their tired bodies, letting them float weightlessly and absorb the heat of the water until relaxed to their very core. A day or two at a hot spring resort—preferably staying at a Japanese-style inn—enhances the power of the bath to lift users onto a separate plane of existence.

A bather savors the traditional combination of hot water and fragrant cypress wood, though there's a showerhead (opposite). A curtain with the character yu (hot water) marks the bath entrance (left).

Inn Keeping with Tradition

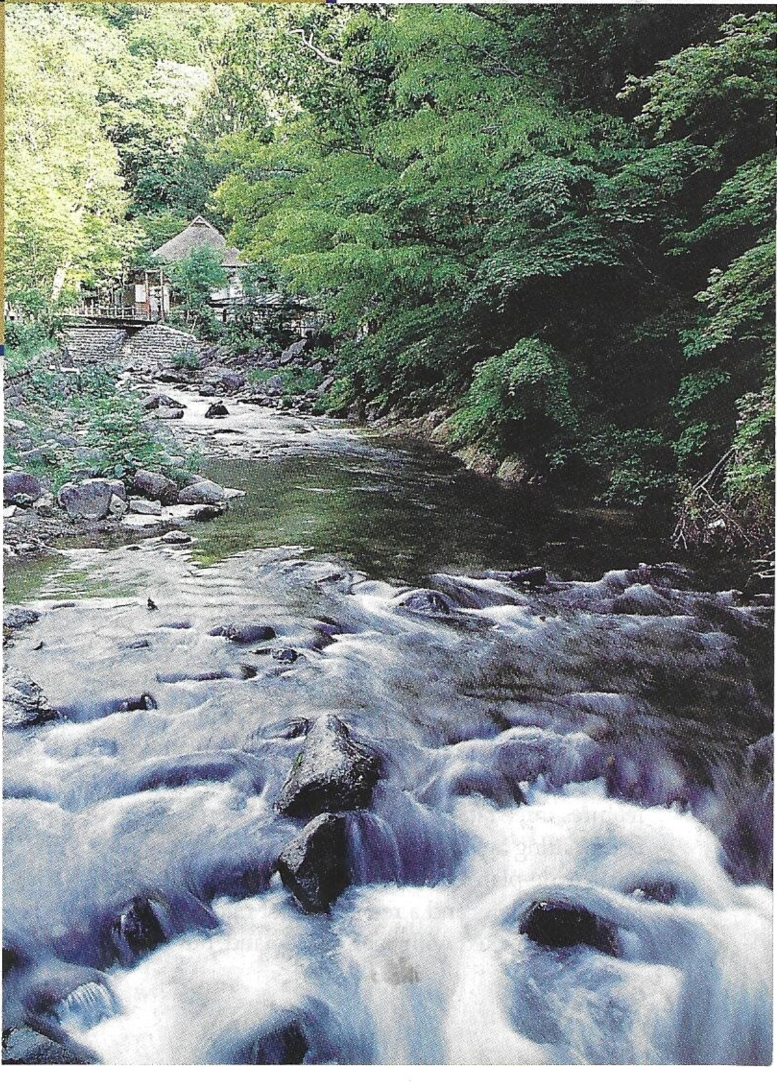
A rambling inn in what is now the hot spring village resort of Fukuji Onsen, Yumoto Choza lies several hours north of Nagoya. Nestled among Japan's Northern Alps, the resort is in the Oku Hida region of Gifu prefecture.

Many hot spring resorts, including Fukuji, require time and effort to reach, heightening the sense of traveling to another world. Metropolitan areas also have resorts, but day-trippers help keep them packed.

Arriving at Yumoto Choza, the clean sharpness of the damp mountain air infused with the fragrance of a wood fire brought back a winter I spent in the Berner Alpen before ski lifts and tour buses reached that pocket of the Swiss Alps. As I prepared to step up onto the polished wooden floor of the lobby, a woman took my luggage and whisked my boots into an unseen closet. To register, she seated me in the spacious reception area/lounge filled with comfortable upholstered furniture and lighted by tree-size hanging cylinders of rough-textured handmade paper.

In the more traditional tatami-matted lounge, hefty logs burned in a hearth sunk into the floor. The scent of sweet wood permeated every corner of the inn. An old rustic iron kettle hung on

Gardens surrounding a Japanese inn help create a feeling of calm and a sensuous appreciation of nature, so garden views are important in guest-room design. Choza's gardens feature water in various forms (right).

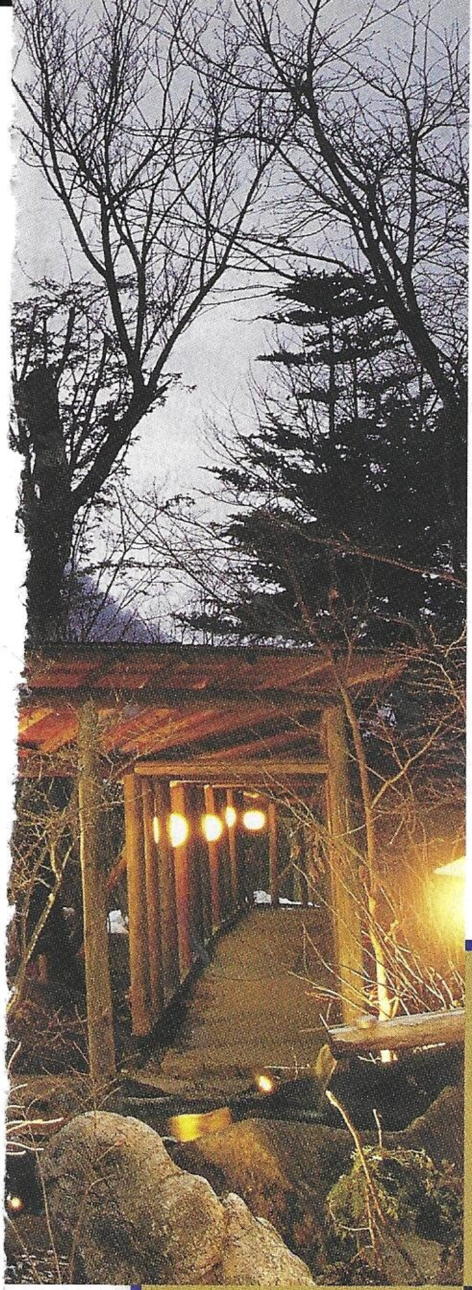


a massive age- and soot-blackened hook over the fire, providing both humidity and water for tea. On a low table, tea utensils and a basket of tangerines invited guests to help themselves. Bearskins laid on top of the tatami ringed the fire.

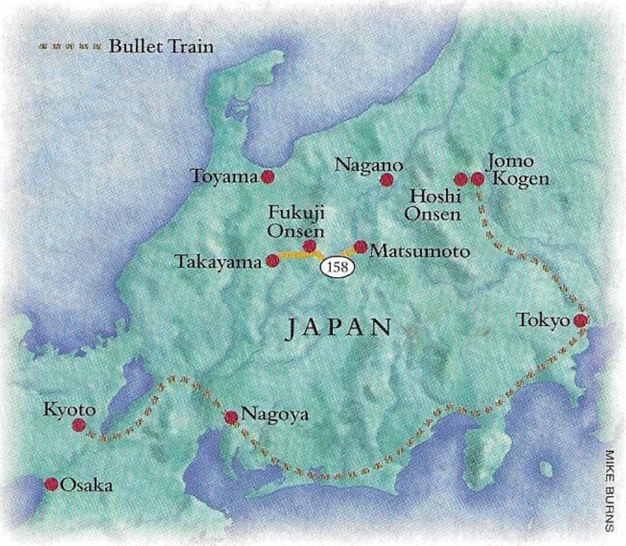
The receptionist led the way to my room, *Kisaragi,* named for the second month of the year in the old Japanese calendar. The second-floor corner suite features three tatami rooms and a sitting area with a dark, wide-plank floor, a table, two chairs and a refrigerator stocked with beer.

Rooms at Yumoto Choza bear names rather than numbers. All differ in their designs and views afforded by generous windows—the small pond and boulder-studded garden outside my room, the steep mountains rising up behind the inn, the large pond and waterwheel or the valley in which Fukuji Onsen nestles. Some rooms boast charcoal-burning hearths built into the floor, some contain two separate bedrooms, others feature a more open layout.

Choza's guest rooms are as traditional in style as the most rigorous purist could demand, but most of the inn



was built in the past 20 years, constructed around the 150-year-old farmhouse of proprietor Kose Takeo. He dismantled 10 old country houses and moved them here. The multilevel 30-room inn incorporates their old beams, pillars, floorboards and sliding doors.



MIKE BURNS

Steaming and Dreaming

Having left Tokyo at 7:30 that morning, I was eager for a long, hot soak before dinner. I changed into a blue-and-white cotton *yukata* robe, slipped a flannel-lined jacket over it, scooped up my bath gear and headed for the elevator that would take me down three levels to the baths.

Most Japanese inns provide *yukata* robes, slippers, soap, often shampoo and conditioner and sometimes a disposable razor, toothbrush and mini-toothpaste. Dressing rooms frequently contain hair dryers. A tiny towel that doubles as a washcloth usually is provided—sometimes it displays the inn's logo and is meant to be taken as a souvenir. If you need a giant towel to experience the sensuous luxury of bathing, bring your own.

Large paper lanterns flank the wood-roof gateway marking the entrance to the special world of the bath. Small lockers for slippers line two walls; guests wear slippers on wooden floors and carpeted areas, never on tatami matting. Sliding wooden doors open into a bright lounge. A wide picture window backs the rock garden where water spills into a small pond.

Crossing the lounge, I climbed a few steps and passed through a blue-curtained doorway to the women's bath. Men enter their baths from the other side of the lounge and follow the same basic procedure as women.

Known for food redolent of this mountain village, the inn features meals cooked over charcoal fires set into the floors of its two dining rooms. Guests enjoy hearthside dining for both breakfast and dinner (below).

Yumoto Choza's paper lantern shades and screens warm the night in Fukuji Onsen (above). The inn was created around the 150-year-old farmhouse that was the family home of innkeeper Kose Takeo (left).

Thermal springs provide an endless supply of hot water to the lushly landscaped outdoor baths (above). Oiled paper umbrellas offer guests protection against snow or rain on walks through the village (right).

CLEANSING THE SPIRIT

After I dropped my *yukata*, jacket and room key into a willow basket, I opened the door to the bathing room. The glow of late-afternoon sunlight suffusing the snowy landscape visible through the big windows was dazzling. The use of natural materials—the uneven, stone-paved floor, the tub that seems more like a pool, walls of *hinoki* cypress, wooden stools and basins—emphasizes the area's unity with the garden, the outdoor bath and the wild landscape beyond.

Pulling up a stool to sit in front of a faucet, I placed my soap, pumice stone and washcloth on the ledge beneath the mirror. Filling a cypress bucket with water as hot as I could stand, I sloshed it over myself and began the washing process.

Showerheads, a standard fixture in most modern Japanese baths, simplify the process but dilute the experience of savoring tradition. Slosh, soap, scrub, rinse—bathing etiquette demands three repetitions before the bather is clean enough to submerge in the bath-pool proper. The water is hot, but not painfully so. Unlike many hot springs, where the mineral content may color or cloud the water, Fukuji's is clear. I slipped into the pool for a few minutes, a warm-up for the outdoor bath. An endless stream of hot water poured into the tub, spilling over the sides.

Clutching the tiny towel, I dashed out into the cold crisp air and sank into the shallow pool, large enough to swim in. Warmth enveloped me. I moved closer to the torrent of hot water gushing out of a hollow log into the bath.

As the colorless winter sky dimmed to deep gray, a cast-iron lantern perched on top of a rock cast golden lights onto the rippling water. Leaning against one of the smooth boulders artfully placed for that purpose, I let the heat seep into my bones. The tension drained from my body. Two women and a little girl joined me, but they seemed farther away than the pale mountain looming against the darkening sky.

Dining Pleasures

Meals tend to be at fixed hours at Japanese inns, with little flexibility: Dinner usually is served individually in guest rooms at six. But at Yumoto Choza, known for its charcoal-burning hearths, all meals are eaten in two dining rooms, where guests face each other across wood-framed hearth pits, and the

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IQ+♥=Vienna

Ernst Mach, 1838 - 1916
Discoverer of supersonic speed

Robert von Lieben, 1878 - 1913
Inventor of the amplifier tube

Theodor Billroth, 1829 -1894
First partial gastrectomy

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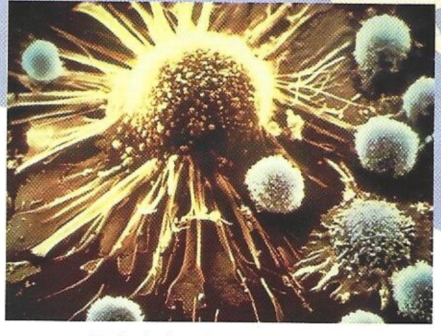

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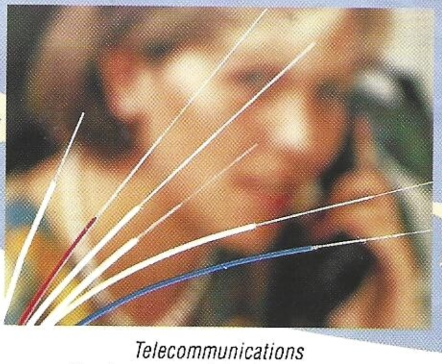

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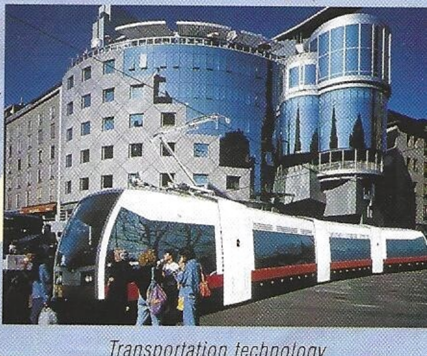

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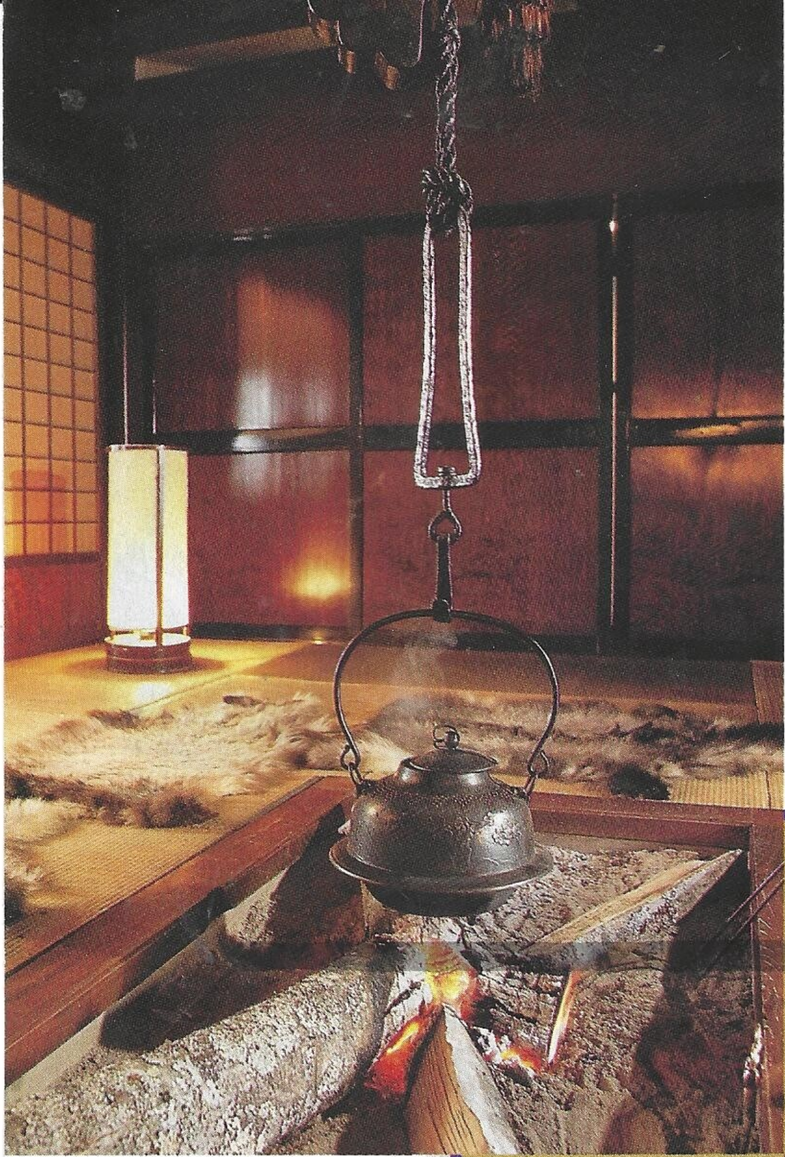

In a tatami-matted lounge next to the main lobby, a wood fire burns in the hearth. Suspended from a smoke-blackened hook, a rustic iron kettle provides humidity as well as hot water for tea (left).

Pairs of slippers stand ready for guests to wear indoors at Yumoto Choza. Traditional Japanese architecture emphasizes the use of natural materials, like the stone paving in this entryway (right).

CLEANSING THE SPIRIT

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staff prepares many of the dishes over gas-fired charcoal.

Yumoto Choza emphasizes ingredients redolent of an idealized mountain village life—fish from rivers and streams (more plentiful and fresh in summer than winter), succulent and tender local Hida beef, wild boar, even bear and an unusually large array of vegetables. The richly marbled beef, succulent and full of flavor, appears in many guises—as sukiyaki, *tataki* charred on the outside and raw in the center, grilled at the table on a large leaf spread with miso (fermented bean paste), even sushi.

Dinner closed with a superb fish soup richly flavored with carp and freshly cooked white rice—both exceptionally good. Food is one of the joys of Choza, unlike many establishments which prepare rice for the entire day and keep it warm, where it deteriorates in taste and consistency.

In the evening, some visitors sit on the bearskins around the hearth watching the logs burn down to embers, drinking tea and talking. The inn features a karaoke bar and a tiny coffee bar in the Western section of the lobby. The energetic take a walk through the village to gaze at the starry brilliance of the sky. Most guests—who typically stay for only one or two nights—seem to prefer a laid-back mode, making at least one more trip to the baths.

Yumoto Choza's baths, like public baths and many hot spring resorts, are segregated by sex—an innovation of the U.S. occupation after World War II. Some inns, where the men's bath was grander than the women's, have made an effort to cater to affluent young women travelers. They're enlarging the women's bathing area, or having the largest and best bath open to each sex on alternating days. Because hot springs are an increasingly popular form of recreation for young Japanese couples, the demand for mixed baths is growing.

A few years ago, Mr. Kose added a wing for family baths. I made my way to the *kazoku-buro* the next morning, down a long, glass-roofed walkway, past a dark pond and a frozen water wheel dripping with icicles.

Each of three private baths has its own dressing area and indoor and outdoor pools big enough for at least three or four bathers. The one at the left end has the best view from the outdoor bath of a snow-covered mountain with a black fringe of trees along its rim. While the gardens surrounding the men's and women's baths are larger and more varied, the cozy privacy of the family baths has its appeal, too.

Breakfast featured first-rate miso soup, rice and grilled semidry *iwana*, a river fish. Aside from assiduous attention to ingredient quality and preparation, the purity and sweetness of the mountain water contributes to the deliciousness of everything cooked in water—tea, rice, soup.

By 9 a.m., fine, dry snowflakes started to fall. Some guests went bath hopping to other inns in Fukuji Onsen and nearby Hirayu. Many hot spring inns allow

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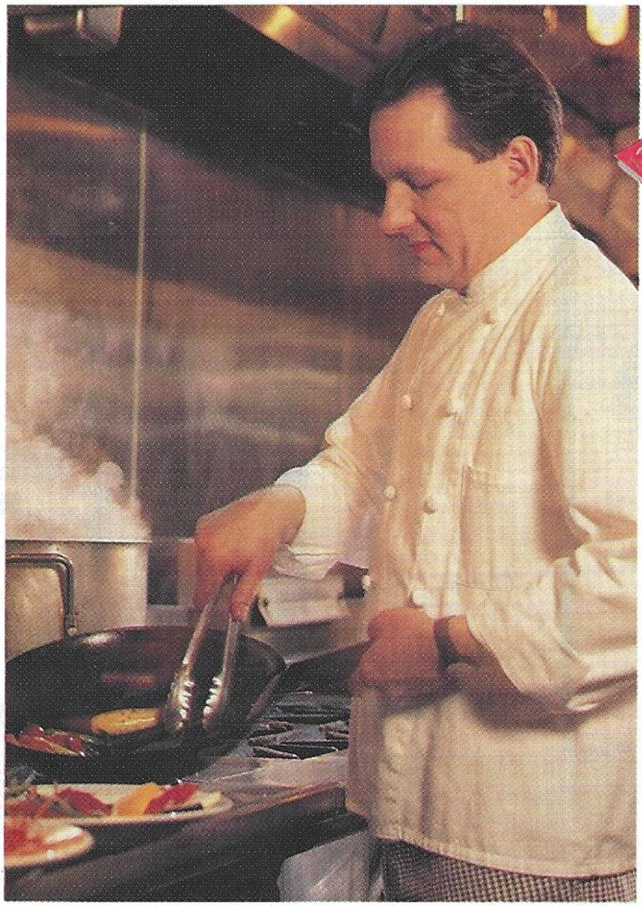

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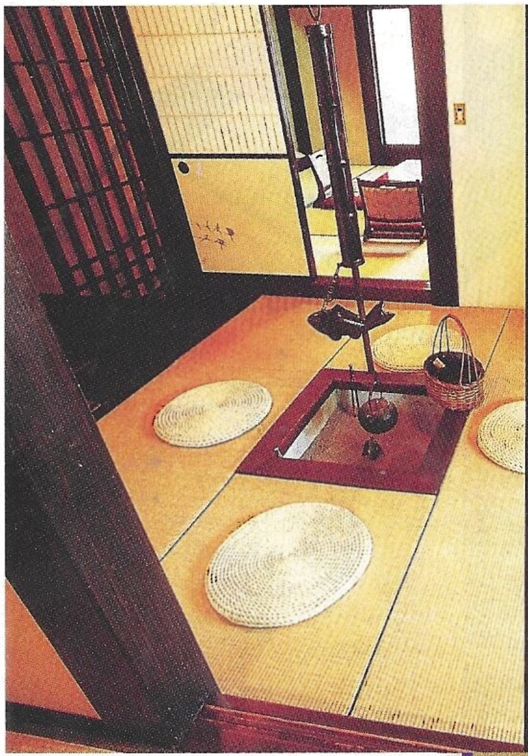
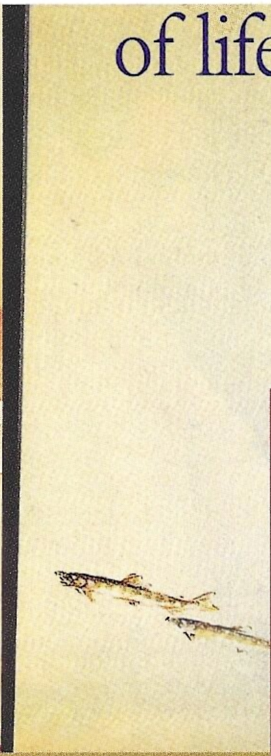
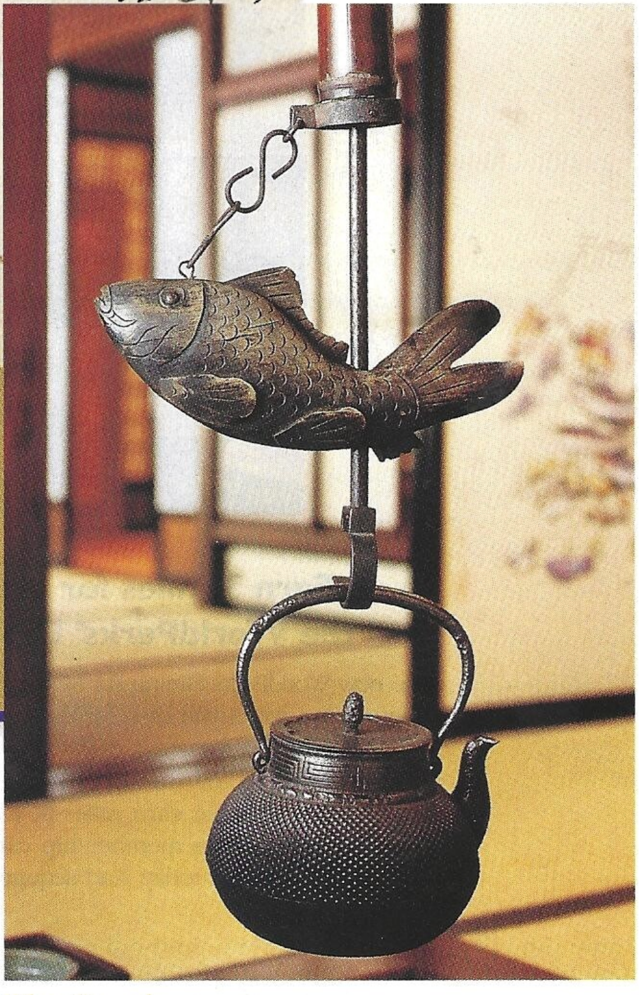
Yumoto Choza allows you to experience a traditional, purely Japanese way of life without discomfort and inconveniences.







Each guest suite is unique in its arrangement, decor and view. A small tatami room (above and right) contains a hearth set into the floor. The charcoal fire heats water and takes the chill out.

CLEANSING THE SPIRIT

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outside visitors to use the baths for a small fee (typically about $5); some also rent rooms during the day and serve lunch.

I enjoyed my beautiful rooms of dark wood, golden-brown adobe walls and translucent paper and the changing landscape outside. With its floor hearth, my smallest tatami room was ideal for making tea.

At dusk, a veil of magic covered the big bath—more than a foot of snow lay on every branch and rock. Frozen crystals fell on my face and crusted my hair as I basked in the warmth enveloping my body—hot spring perfection.

Although winter is particularly wonderful at Choza, each season has its advocates. In spring, plum and cherry blossoms and the brilliant green of new leaves surround the baths, and shoots of mountain plants are gathered, served fresh or preserved for consumption during the coming year.

In summer, deep green cloaks the mountains, and the Gamata River yields sweetfish and other freshwater delicacies. Autumn glows with blazing maples and with the harvest of new rice, wild mushrooms, grapes, apples, persimmons. As leaves fall, mountains are revealed in all their stark glory, and the scent of wood smoke fills the valley.

The Road Less Traveled

Why go to the time and effort necessary to reach Yumoto Choza? It's one of the rare places where you can immerse yourself in the traditional Japanese bath at its best. With its patina of pillars and sliding doors, the subtle color of adobe walls and charcoal burning in the hearth, the inn allows you to experience an old and purely Japanese way of life without its discomforts and inconveniences.

In many hot spring inns, you still have to cope with freezing corridors leading to frigid toilets miles down the

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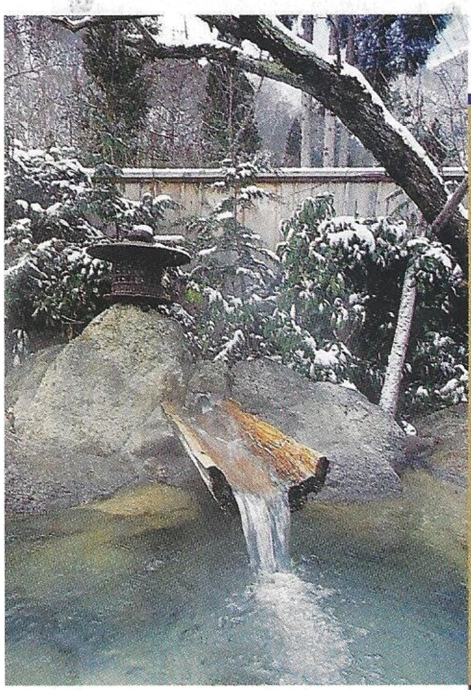
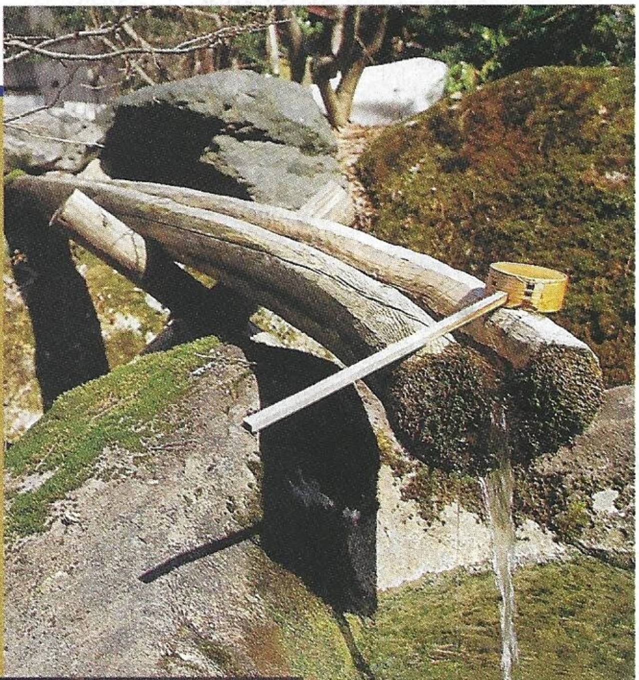
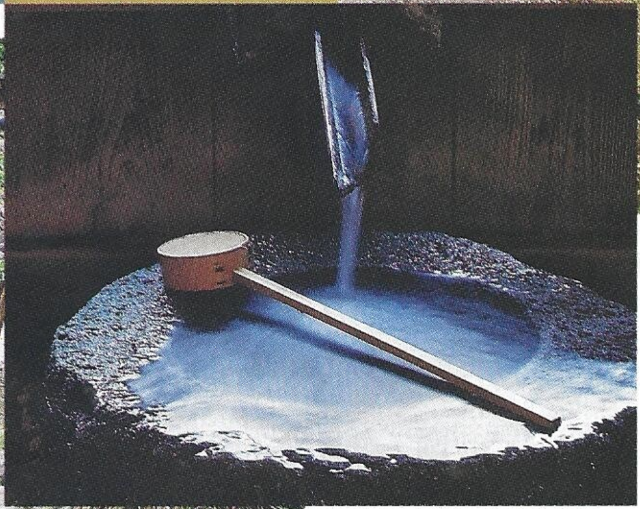


At Yumoto Choza, the theme of water—in many different forms—runs through all garden areas, as is traditional in Japanese landscaping.

Waterfalls—nearly frozen into silence in midwinter—pools, basins and wooden tubs are only a few of the water-related objects that punctuate Choza's generous gardens.





CLEANSING THE SPIRIT

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hall in winter, as well as choose between closing the shutters in the sweltering heat and humidity of summer to escape clouds of mosquitoes or trying to catch a breeze and contending with the blood suckers.

Choza's heating and air-conditioning, private toilets, refrigerators and sinks in each suite remove the hardships of an old inn while giving a guest unused to Japanese ways the opportunity to savor the beauty of a traditional country inn. Many hot spring inns offer beautiful baths, a magnificent setting, elegant rooms or savory food, but few provide all of them. Yumoto Choza does.

Mr. Kose sees his inn as a way of experiencing some aspects of traditional life as the people of these mountains lived it before the sweeping changes brought by the postwar era. "But I'd like to make a place here that would go back 100 years," he muses, "where we would use charcoal hearths for all the cooking, and water would be scooped up with a dipper instead of coming out of faucets, where guests could eat more food from the mountains.

Some Fukuji Onsen springs contain significant quantities of carbon dioxide; some are pure H_2O. Guidebooks claim the springs are effective in treating intestinal disorders, external wounds and neuralgia. At Yumoto Choza, the emphasis is on

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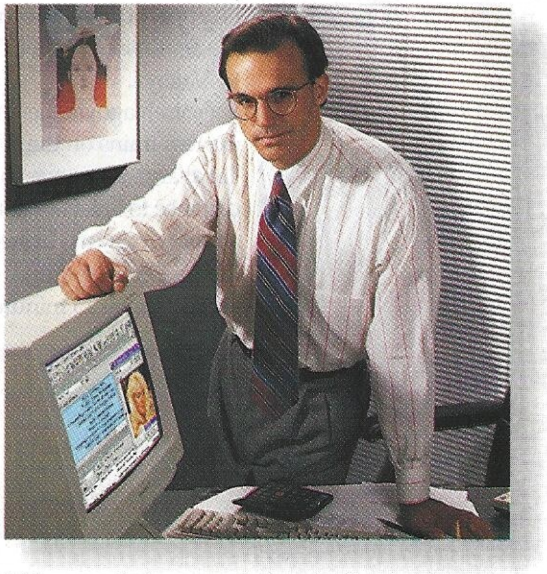

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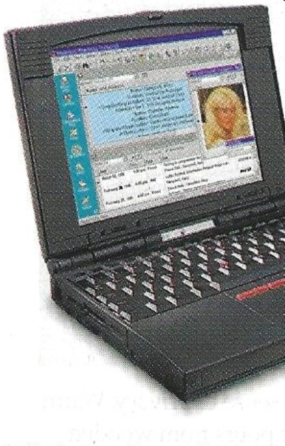

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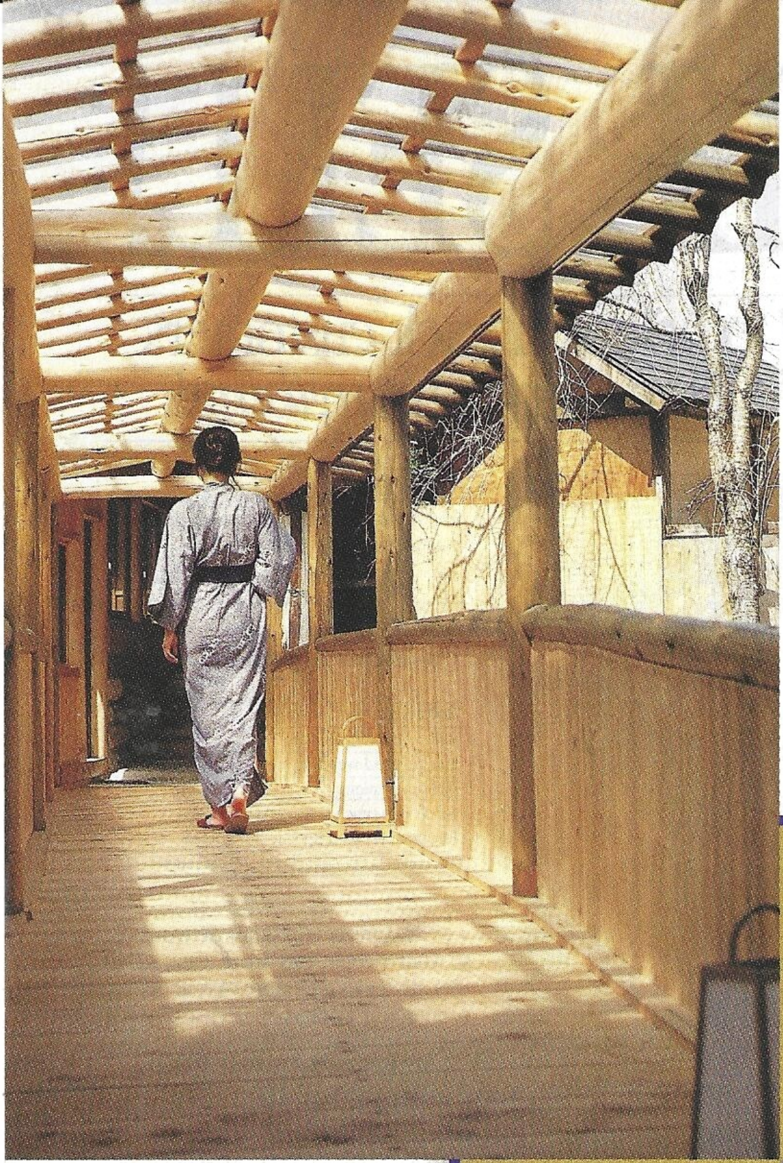

A long glass-roofed walkway leads from the main bathing area to the three private baths (left). Each includes a dressing room and indoor and outdoor baths with a tiny private garden.

CLEANSING THE SPIRIT

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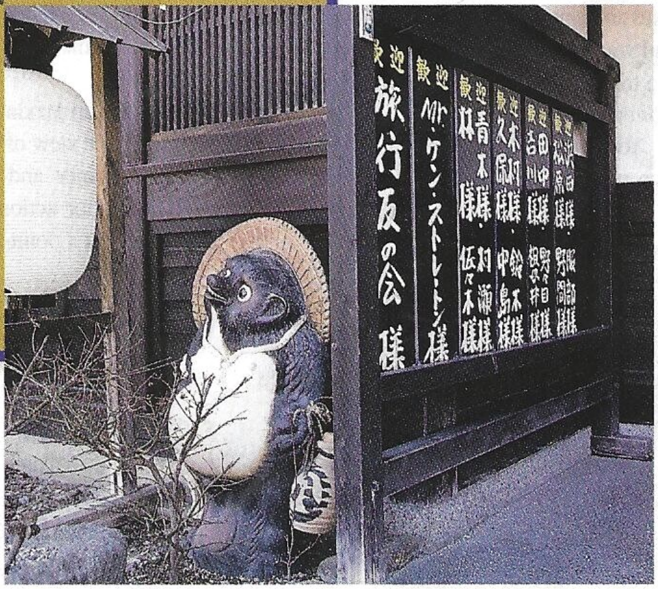
R and R—and eating—rather than healing.

But there are still many simple and some luxurious hot spring inns in Japan—some with rooms containing kitchen facilities—where guests stay for weeks at a time to bathe and drink the waters. Most mineral spring baths are tested for mineral content and effectiveness, and the results posted near the bathing area.

While some question the scientific basis for these claims, there seems to be general agreement, in Japan at least, that for a regimen of bathing and drinking the waters to have any serious medical effect, it must be practiced for a couple of weeks or more. But no one disputes the benefits of spending a day or two—or even a few hours—relaxing at a hot springs resort.

Since most Japanese lodgings require guests to check out by 9 or 10 a.m., it's best to stay a minimum of two nights, ensuring at least one full day to relax completely, savoring the many pleasures of the bath and inn.

At the entrance to Yumoto Choza, a friendly badger figure and wooden boards bearing the names of each guest party welcome travelers arriving at the inn (right).



Getting There

Yumoto Choza, Fukuji Onsen, Kamitakara-mura, Yoshiki-gun, Gifu-ken, Japan 506-14; phone: 0578-9-2146, fax: 0578-9-2010. Rates: $140–$261, plus taxes, per person per night, including breakfast and dinner. The less expensive rooms don't have hearths.

To get to Yumoto Chozua, you can fly direct to Nagoya, or from Tokyo take the *Shinkansen* (Bullet Train) to Nagoya.

From Nagoya, the limited express trains on the Takayama line cover the distance to Takayama in about two hours. Buses to Fukuji Onsen require an additional 75 minutes. Taxis from Takayama station take almost as long and cost around $125 one way. From Tokyo to Choza requires six to seven hours total. Osaka is one hour from Nagoya on the *Shinkansen.*

Other Hot Spring Resorts

- ***Magokuro,*** across the road from Yumoto Choza, is an older, traditional inn, with indoor and outdoor baths. *Fukuji, Kamitakara-mura, Yoshiki-gun, Gifu-ken 506-14; phone: 0578-9-2231.*

- The resort of Hoshi Onsen, in Gumma prefecture (about 2½ hours from Tokyo), differs in setting and style. Isolated in the countryside, it has only one inn, the ***Chojukan.*** One of the most famous and wonderful hot spring inns in Japan, it was built in 1875 on the banks of the Takara River. The large wooden bath building, Victorian in some details such as its many arched windows, is flooded with natural light during the day and lit only dimly by three lanterns at night.

Men and women bathe together in the grand pool, subdivided into eight sections by wooden curbings and logs—to rest your head while floating—that give some sense of privacy. Warm water pours from wooden troughs and bubbles up from the bottom of the bath, which consists of smooth black river stones, some large

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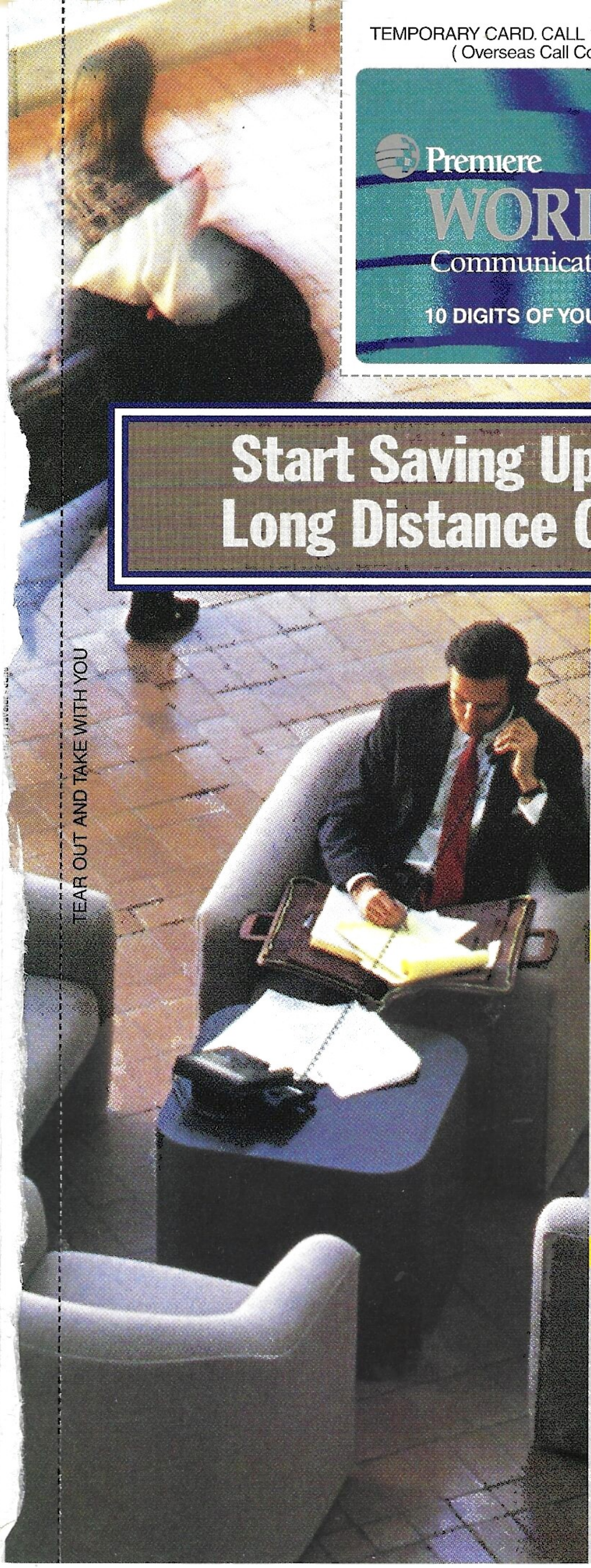

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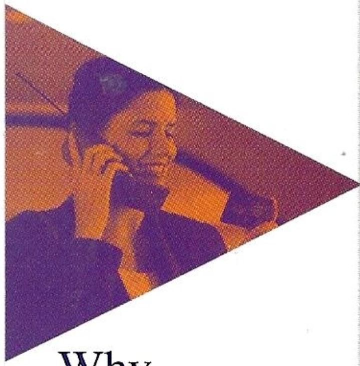

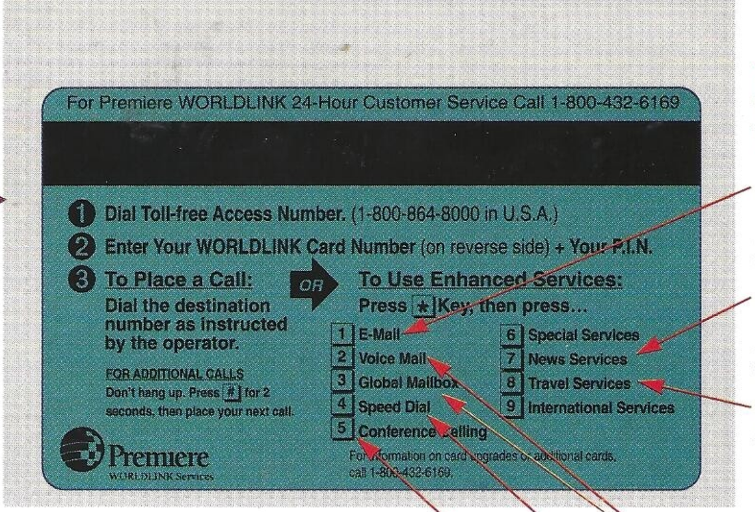

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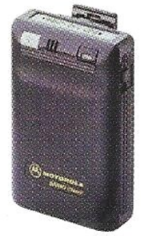

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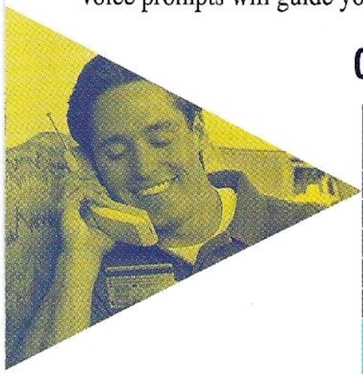

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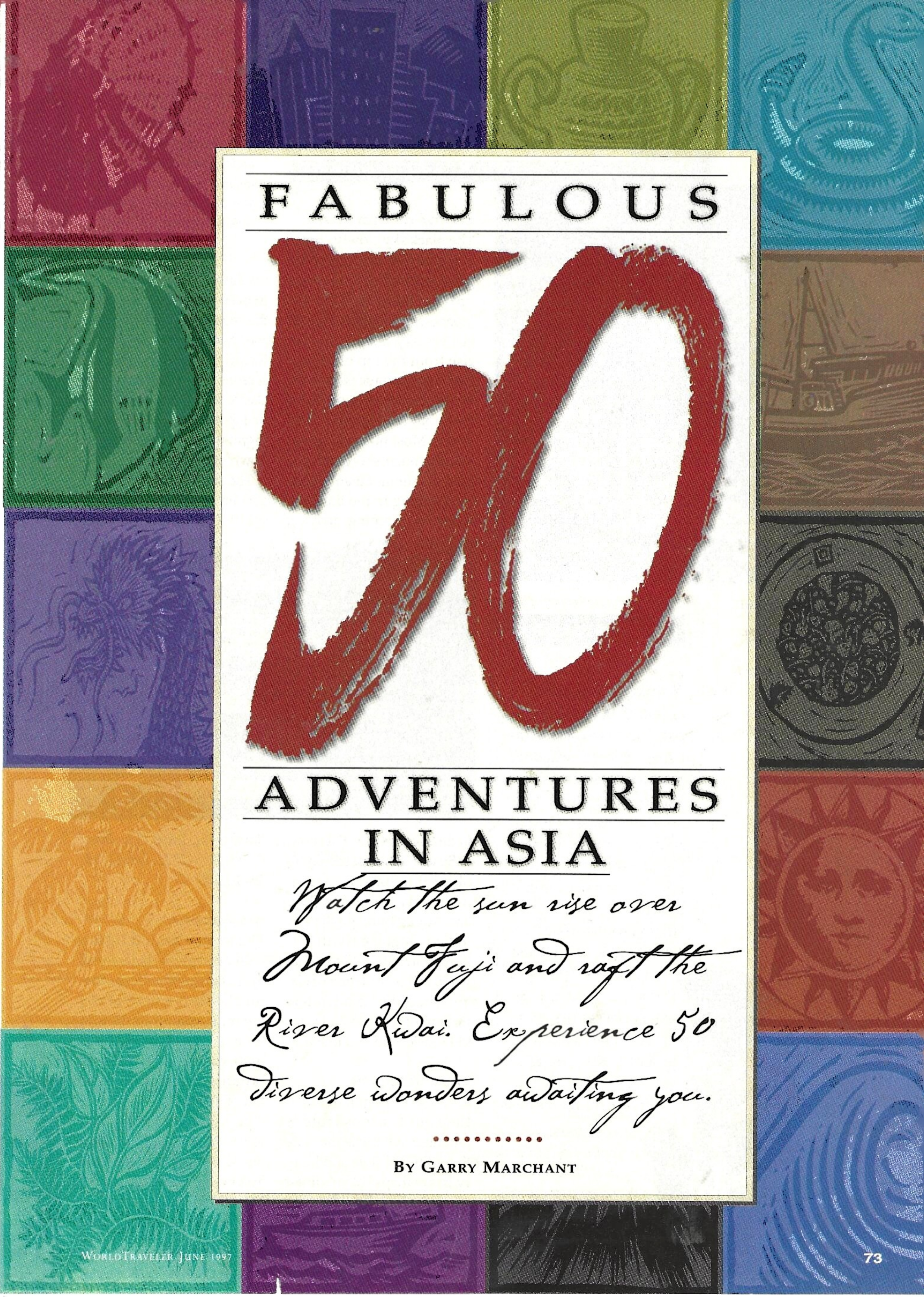


FABULOUS 50 ADVENTURES IN ASIA

Watch the sun rise over Mount Fuji and raft the River Kwai. Experience 50 diverse wonders awaiting you.

BY GARRY MARCHANT

Great Buddha

Located on the grounds of the Kotoku-in Temple in Kamakura, the big bronze Buddha (right) originally was housed in a large hall. A staircase inside the Buddha leads up to its shoulder level.

INTERNATIONAL STOCK / © ROBERTO ARAKAKI

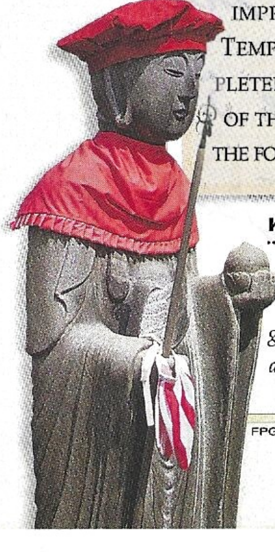
Japan's Mount Fuji

In spring, cherry blossoms contrast with the snowcapped cone of Mount Fuji (above). All Japanese aspire to climb the 12,000-plus-foot mountain at least once.

GOLDEN GLORY

1

VISITING KYOTO, WITH ITS CLASSICAL JAPANESE BUILDINGS AND LANDSCAPED GARDENS, IS LIKE WALKING THROUGH THE SET OF A SAMURAI MOVIE. JUST 40 MINUTES BY TRAIN FROM OSAKA, KYOTO IS ONE OF JAPAN'S FINEST ANCIENT CITIES AND BOASTS SEVERAL HUNDRED SHINTO SHRINES AND MORE THAN A THOUSAND BUDDHIST TEMPLES. AMONG THE MOST IMPRESSIVE IS KINKAKUJI TEMPLE. GOLD LEAF COMPLETELY COVERS THE WALLS OF THE GOLD PAVILION, AT THE FOOT OF KINUGASA HILL.



Kyoto Temple Statue

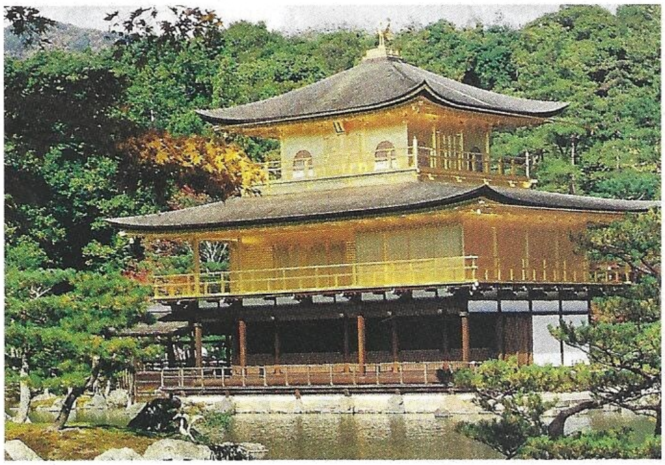
Stone Buddha statues (left) are scattered throughout the grounds of Kinkakuji Temple, a three-story golden pavilion.

FPG INTERNATIONAL / © KEN ROSS

2

ON TOP OF OLD FUJI

The black sky slowly comes alive with color, then the great red ball of a sun pops up out of the horizon, like the Japanese flag against the pale eastern sky. Seeing the sun rise from the top of Mount Fuji is a dramatic start to an Asian day, well worth the five-hour hike up and three down. Most hikers begin in late afternoon, stay overnight near the summit then continue climbing in the dark the following morning, arriving in time for the celestial show.



© ROBERT HOLMES

Buses ($20) depart Tokyo's Shinjuku Station several times a day in season (July and August), and go directly to Fuji-Gogome (Fifth Station), start of the 4.7-mile Kawaguchiko Trail, one of six. You should be moderately fit. Stone dormitory huts provide basic food and lodging.

3

THE SUITE LIFE

Live like a Shogun of old in the Four Seasons Hotel's Japanese suite. The ultimate in traditional style and luxury, it is perhaps Tokyo's finest example of local-style accommodations. Smooth tatami (woven mats) cover the floor; the cedar soaking bathtub is roomy enough for a couple. Exquisite shoji (paper) screens and an alcove with classic art provide an authentic Japanese atmosphere. At night, maids set out the soft down futon bedding.

The suite costs about $900 a night. *Four Seasons Chinzanso, 10-8 Sekuguchi 2-Chome, Bunkyo-Ku, Tokyo 112; phone: 81-33-3943-2222, fax: 81-33-3943-2300.*

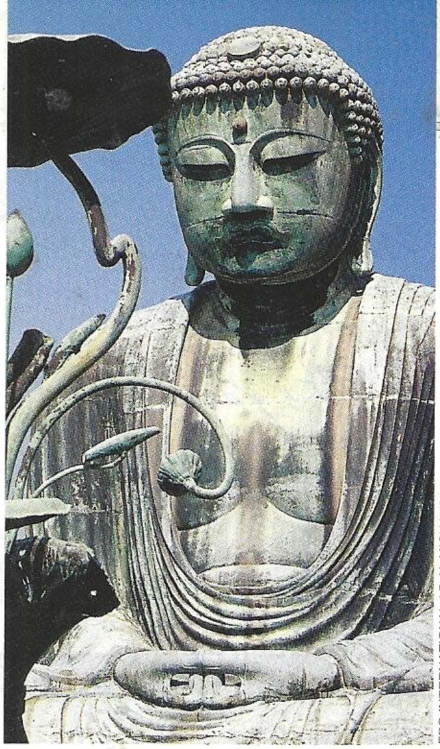
4

BIG BUDDHA

The serene seated figure with mysterious, half-closed eyes is an enigmatic, peaceful classic remnant of old Japan. Kamakura's 44-foot bronze Daibutsu (big Buddha), cast in 1252, is one of Japan's finest and most famous statues.

A popular historic and tourist attraction, Kamakura lies 31 miles (one hour) from Tokyo by train on the JR Yokosuka Line.

© ROBERT HOLMES



FPG INTERNATIONAL / © AL MICHAUD

5

A SPEEDING BULLET

The sleek white train speeds along so quickly it seems to float on the track. Japan's famous *Shinkansen,* the Bullet Train, travels the 343 miles from Tokyo south to Osaka in less than three hours, sometimes reaching 160 miles per hour. The smoothest, fastest train ride in Asia usually is so punctual you can set your watch by it.

The trip provides a pleasant, if hurried, look at rural Japan. The *Shinkansen* has nonreserved and reserved seats, private rooms, buffet and bar cars. Basic Osaka fare runs about $110 one way.

6

INSTANT GRATIFICATION

The action is explosive and fleeting. Two human mastodons charge each other, nearly half a ton of flesh crashing in the center of a sand ring. Within minutes (often seconds), one fighter is floored or pushed out of the ring.

Sumo wrestling, Japan's most famous homegrown sport, is a spectacular display of ancient culture and physical skill. Matches are on TV, but to feel its essence, see it live at Tokyo's Kokugikan (sumo amphitheater). Tickets run $20–$81. Guided English tours, including a visit to the Sumo museum, cost $105.

7

FOR THE BIRDS

Flares suspended from the prows of small boats illuminate the black night as fishermen in traditional garb skillfully manipulate several cormorants to catch river smelt. The anglers cinch tight collars around the birds' necks to force them to drop their catch into the boats.

This classic scene on the Kiso River in Inuyama, 27 minutes by train from Nagoya, dates back about 1,300 years. Tour boats depart from around the Inuyama Bridge near the Inuyama-Yuen Station nightly, May 11–October 15, except on full moons and after a heavy rain. $20–$23 per person.

8

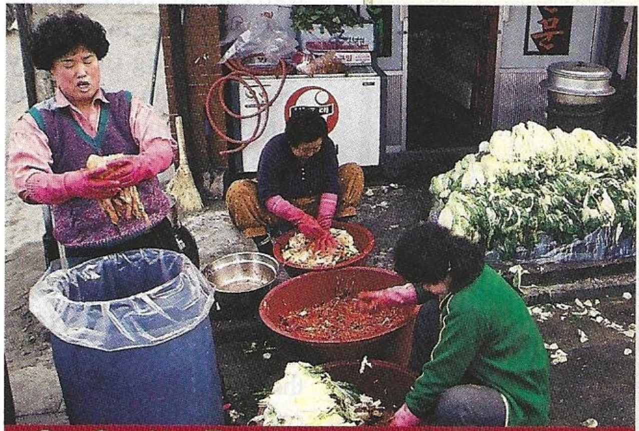
NIGHT MOVES

People stroll the neon-lit roads, crowding into the many little bars and street stalls along the riverbanks of Nakasu, a tiny island in the center of Fukuoka.

One of Japan's most famous nightlife centers, bustling Nakasu is known for its specialty restaurants and food stalls serving such local delicacies as Chinese noodles and fried dumplings, barbecued chicken and chicken stew. One special local dish, fugu, must be prepared exactly right by licensed chefs; otherwise the blowfish is poisonous.

Making Kimchi

Every Korean housewife has her favorite recipe for kimchi, a peppery pickled cabbage essential to any Korean meal (below).



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SOUTH KOREA

9

KIMCHI CULTURE

Seoul's Kimchi Museum may be the only one in the world devoted to a fiery pickled vegetable. Kimchi, a tangy side dish served with all Korean meals, consists of cabbage, garlic and chilies pickled in brine and fermented in huge black pots.

The museum displays more than 100 types of this national dish, as well as traditional tools used to make it. The adjoining Myong-Ga restaurant serves several varieties of kimchi, along with other national dishes. *159-1 Samsong-dong, Kangnamgu; phone: 02-567-8821.*

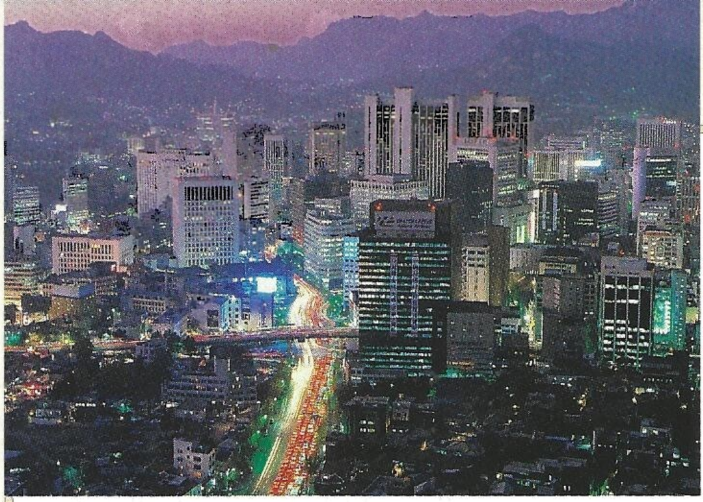
10

THE HONEYMOONERS

Cheju-do, 280 miles south of Seoul, is South Korea's Honeymoon Island. Its

Bullet Trains

The Shinkansen (literally New Trunk Line), one of the world's fastest, most reliable and heavily traveled railway lines, now extends over much of Japan. The trains connect Tokyo with the outlying areas (left).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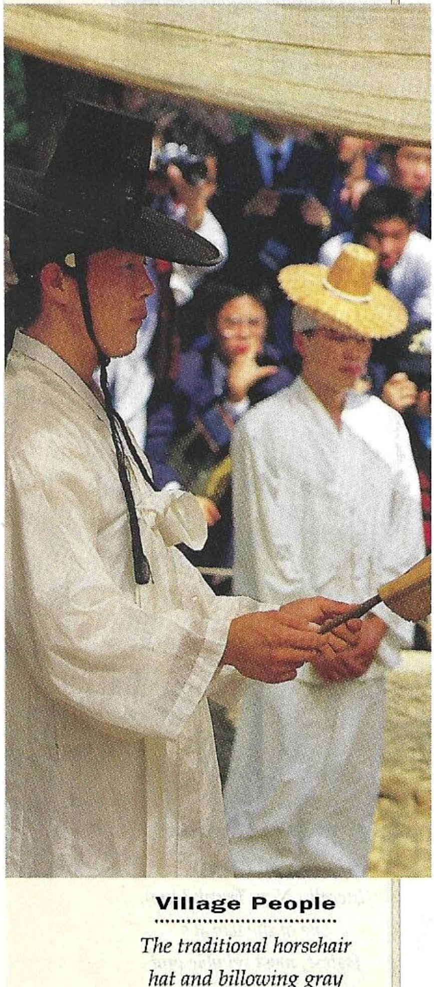
City of Seoul

Crowded, bustling and a blaze of light, the Korean capital of Seoul has become one of Asia's most dynamic cities, where ancient and modern aspects often exist side by side (right).

© WOLFGANG KAEHLER



Village People

The traditional horsehair hat and billowing gray overcoat, rapidly disappearing in the cities, are still found in a few rural villages (above).

majestic scenery and pleasant climate attract newlyweds, as well as travelers seeking a place to unwind. While staying in luxury resorts, guests explore the outdoors, climb mountains, visit fishing villages, ride horses, hang glide, fish in the sea, scuba dive and observe frequent traditional festivals.

Flights depart Seoul daily for Cheju-do, where accommodations in resorts such as the Shilla and Hyatt typically cost about $140 during the week and $250 on weekends.

11

NOW AND ZEN

The Sanch'on restaurant features a unique vegetarian menu—Buddhist temple cuisine of twigs, bark, leaves, roots, beans, sprouts, noodles and potatoes—and the atmosphere is equally intriguing. An authentic Korean relic, the ancient building with its low, wood-beamed ceilings sits in the heart of modern Seoul. For the most genuine experience, steer clear of the new annex.

During the evening floor show, Korean ladies in traditional costume drum and dance. Dinner shows cost $28. *2-2, Kwanhun-dong, Chongno-gu, Seoul; phone: 02-735-0312.*

12

PEACE AND WAR

Zen priests in ancient Koguryo Kingdom-style costume practice Zen, asceticism and 10 kinds of traditional Korean martial arts. In Ch'onghak-dong, Korea's most traditional village, residents still wear age-old clothes. The Zen center includes 3,333 pagoda-shaped wooden poles, a pond replicating the Korean peninsula's form, 10,000 antiques and totem poles and Zen dance performances. A Taoist hermit guides visitors around the premises. At the Ch'onjedan (Heaven King Altar), priests don Taoist robes to pay tribute.

Hadong is an eight-hour, $20 comfortable train trip from Seoul. From there, an intercity bus runs four times a day to the zone of Zen peace and martial arts.

13

THE IRON TURTLE SHIP

Employing the world's first armor-plated warships, Korea's Admiral Yi Sun-shin routed the invading Japanese fleet in 1592. Now, a full-size replica of his invention, the Turtle Ship, is on display on Seoul's Han River.

An exhibit hall at the pier shows Admiral Yi's naval exploits while a small museum displays artifacts such as the famous mariner's diary. Admission costs 85 cents. *Hang-gang Riverside Park, Ich'on District 301, Tongbu Ich'on-dong, Yongsan-gu.*

The Great
Wall of China
is one of the
world's famous
landmarks.

C H I

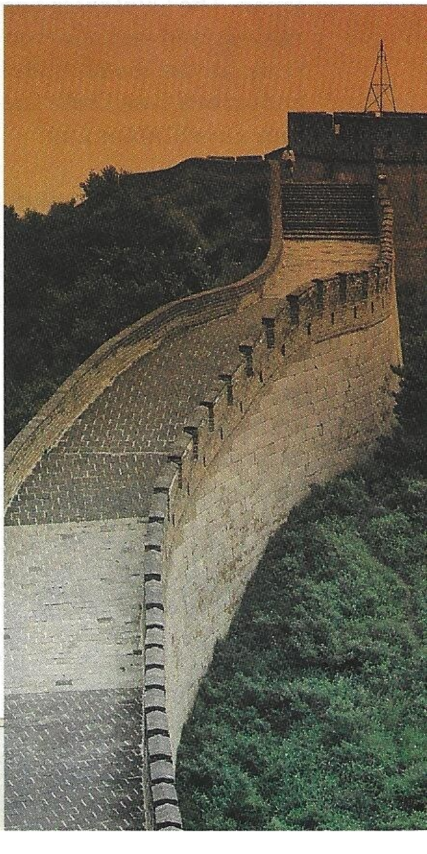
Beijing

14

WALL-TO-WALL WALL

On either side, the Great Wall of China snakes out over the hills to the horizon, with hardly a soul on it. While hordes of tour buses go to the wall's Badaling section, Mutianyu, a few hours' drive from Beijing, provides a better experience. Late in the evening, you can sometimes have the magnificent structure to yourself.

Major hotels such as the Holiday Inn Lido Beijing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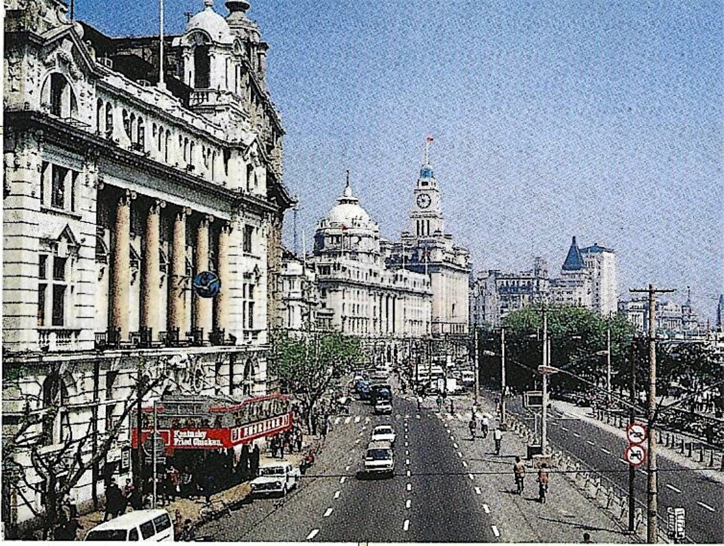
N A

Old Style Guard

A guard puts on a show for tourists at the popular Badaling section of the Great Wall close to Beijing, where most tourists go (left).



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European Influence

Running along the waterfront, Shanghai's Bund, once the Wall Street of Asia, is regaining its former stature as this regional financial center grows (above).

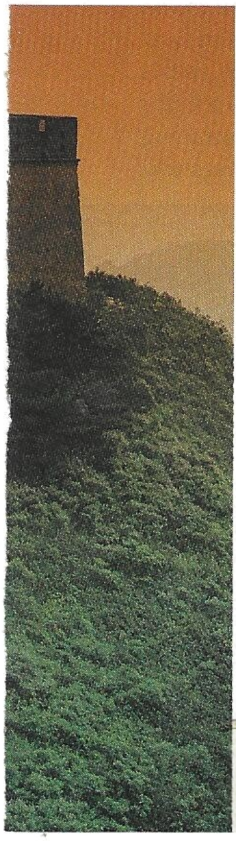
charge $110 for a car, driver, English-speaking guide and lunch. Smaller travel agents (or a taxi) charge $60 or less, although the vehicle may not be as reliable, and the driver may not know any English.

YURT NIGHTS

If you yearn for a night in a yurt, there's no need to travel all the way to Ulan Bator. Chengde, a mountainous area a few hours northeast of Beijing, also offers accommodations in traditional Mongolian nomads' tents.

Qing Dynasty Lamaist emperors built the summer retreat and temple complex, modeled after Tibet's Potala Palace, by a scenic lagoon in Chengde. Lodgings cost $20–$25 per night.

Besides the yurts, Chengde contains five small hotels. Regular trains operate from Beijing to Chengde. The Mongolian Hotel in the Imperial Summer Villa runs about $20–$25 per double, including air-conditioning, telephone and TV.



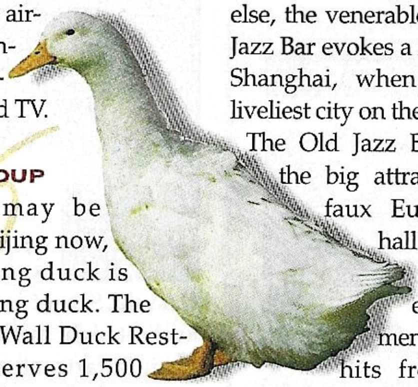
Great Wall of China

Farther from Beijing, the more recently renovated Mutianyu section of the Great Wall, often abandoned at dusk, gives a feel of what this magnificent defensive structure must have been like in Ming dynasty days (left).

DUCK SOUP

Peking may be called Beijing now, but Peking duck is still Peking duck. The popular Wall Duck Restaurant serves 1,500 birds daily, including "all-duck" banquets, using everything from the tongue to webs in soups and main courses. The most famous dish remains the traditional crisp, succulent skin and meat wrapped in a wafer-thin white pancake with scallions and a rich sauce.

The Wall Duck also operates restaurants such as Sick Duck (near a hospital), Small Duck, Big Duck and Super Duck. A hotel concierge can book a table.



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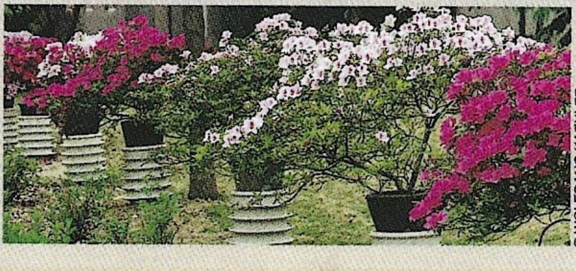
Shanghai

BIG BAND

Although the mostly American music favors the Big Band era, the musicians are pure Shanghainese. More than anything else, the venerable Peace Hotel Jazz Bar evokes a feeling of Old Shanghai, when it was the liveliest city on the China Coast. The Old Jazz Band remains the big attraction in this faux European beer hall. The sextet of stony-faced elderly gentlemen plays classic hits from decades

GARDEN CITY

"ABOVE THERE IS HEAVEN, ON EARTH THERE IS SUZHOU AND HANGZHOU," ACCORDING TO AN OLD CHINESE SAYING. LONG CONSIDERED ONE OF CHINA'S MOST BEAUTIFUL SPOTS FOR ITS FAMOUS GARDENS, THE CHARMING CITY OF SUZHOU, WITH ITS CANALS AND TREE-LINED STREETS, FEATURES ABOUT 100 OF THE COUNTRY'S FINEST CLASSICAL GARDENS. AS USUAL IN CHINA, THEY HAVE COLORFUL NAMES, SUCH AS THE GARDEN OF THE MASTER OF THE FISHING NETS AND THE LINGERING GARDEN. JUST AN HOUR BY TRAIN (ABOUT $3 ONE WAY), SUZHOU IS A PLEASANT DAY'S EXCURSION FROM SHANGHAI.



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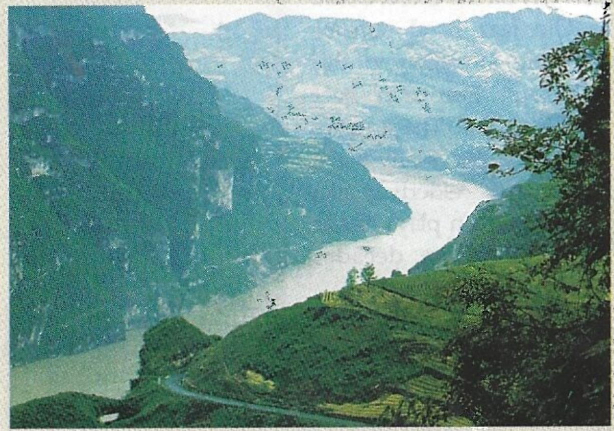
past, encouraging a few local residents and tourists to get up on the dance floor for a stylish waltz. Most Westerners prefer to sit and listen to the music from the tables or long bar. *Peace Hotel, 20 Nanjing Donglu; phone: 6321-1244.*

CRUISING DOWN THE YANGTZE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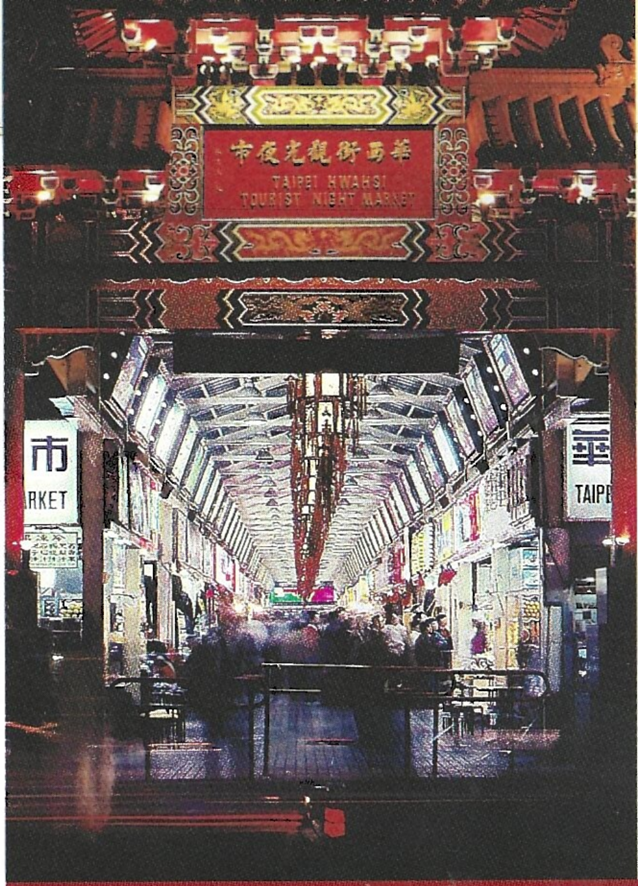
19

Sheer limestone walls suddenly appear along the rushing river, exactly like they do in fantastic Chinese paintings. This dramatic introduction to the 120-mile-long Three Gorges highlights a cruise down the Yangtze, China's longest river. Three- to five-day trips on comfortable cruise ships include scenic spots, historic sites and side excursions down smaller rivers.

Many sights will disappear under the rising waters of the Three Gorges Dam being constructed. Flooding may start as early as December. Tours begin in Beijing, Shanghai and Hong Kong, with flights to Chongqing to go down river, or Wuhan to go up. Several companies book international-class tours. About $1,020 per person sharing a deluxe cabin for three days, $1,400 for five days.



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Snake Alley

The shopping, the bubbling street atmosphere and the nearby Lunghsan Temple attract foreigners visiting Snake Alley more than its reptile soup and stir-fry (right).

TAIWAN

20

SNAKE EYES

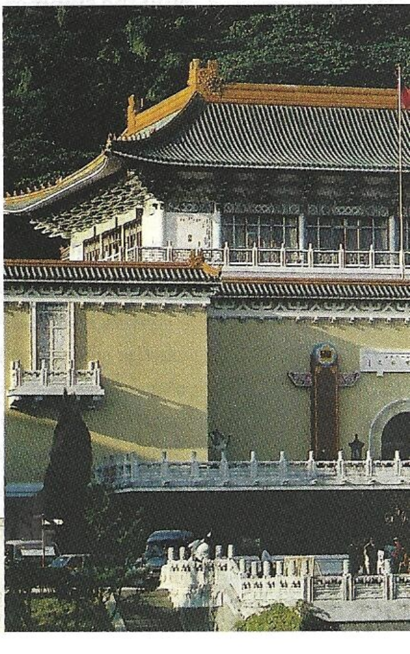
Huashi Street is Taipei's liveliest night market, with a singular attraction not for the queasy. Vendors in Snake Alley pull venomous snakes from wire cages, collect their blood and bile in a cup and mix it with a blend of Chinese herbs and a powerful wine. The concoction reputedly strengthens the eyes and spine, invigorates and warms the body—and enhances sexual vitality.

Street restaurants also serve snake soup—called tiger and dragon soup—and other reptilian fare. Only for the stout of stomach—or those with a flagging libido.

21

HOT STUFF

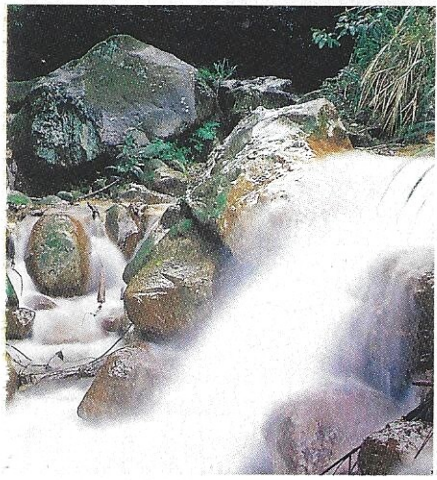
The hot springs are in Hell's Valley, but the waters feel heavenly. At the turn of the century, the Japanese army established Peitou Hot Springs on the outskirts of Taipei as an officers' resort. Now, traditional inns with Japanese-style tatami rooms and hot tubs fed by natural hot springs cater to guests who come to Peitou for hiking, bathing in the soothing sulfurous hot springs and



National Palace Museum

The classic Chinese architecture of the National Palace Museum houses a collection of artwork that could take years to see in its entirety (right).

Yangmingshan National Park is 42.5 square miles of the purest wilderness.



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for a professional massage.

The popular 24-room In-Song-Ger (Whispering Pines Inn) at Yu-Ya Road (phone: *02-891-2037*) retains its traditional Japanese decor and knee-high furniture. For day-trippers, the Stone Age beer garden has its own hot spring baths. The baths are free; the beer is not.

22

CHINESE ART

A great repository of Chinese art, Taipei's magnificent National Palace Museum contains 620,000 pieces of priceless treasures, from jade and ivory carvings to wall scrolls, paintings, calligraphy, bronzes and porcelains. Once property of the Chinese imperial court, the stunning collection illustrates the entire history of the country's art during 7,000 years.

Open 9 to 5, with daily English-language tours at 10 a.m. and 3 p.m. $1.80. *Waishuanghsi, Shihlin, Taipei.*

23

TAKE A HIKE

The peace and majesty and clean, cool air of Yangmingshan National Park lie less than an hour north of Taipei. The 42.5-square-mile wilderness features volcanic peaks and craters, waterfalls, picturesque lakes and hot springs. Well-maintained walkways and trails wending through the park to the main scenic spots provide ideal hiking.

Paths wind up through primeval forests, fields of wildflowers and hillside orchards to several mountain peaks. Return to Taipei by nightfall, or stay in a local hotel. A taxi to Yangmingshan costs about $10.

24

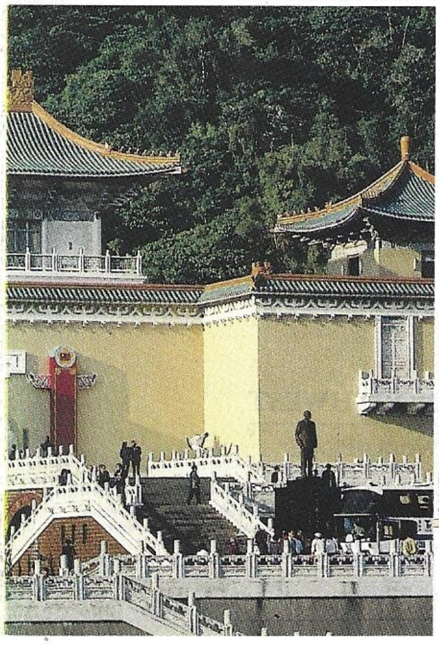
CROSS ISLAND DRIVE

The East-West island highway crossing the Central Mountain Range from Taichung 150 miles to Hualien, then heading up to Taipei, rates as one of Asia's most dramatic drives. The road passes rushing rivers, snowcapped mountains, alpine forests, lakes, ravines and hot spring resort towns.

Taiwan's most popular natural tourist sight, the narrow marble Taroko Gorge, highlights the drive. The dramatic, winding, roller-coaster road tunnels through solid rock walls in places. Between Hualien and Taipei, the spectacular road follows a rugged coastline along sheer marble cliffs as dramatic as any in the world.

Rental cars run about $95 a day. A chauffeured car taken outside Taipei costs around $225. Hualien is about 250 miles from Taipei.

continued on page 81



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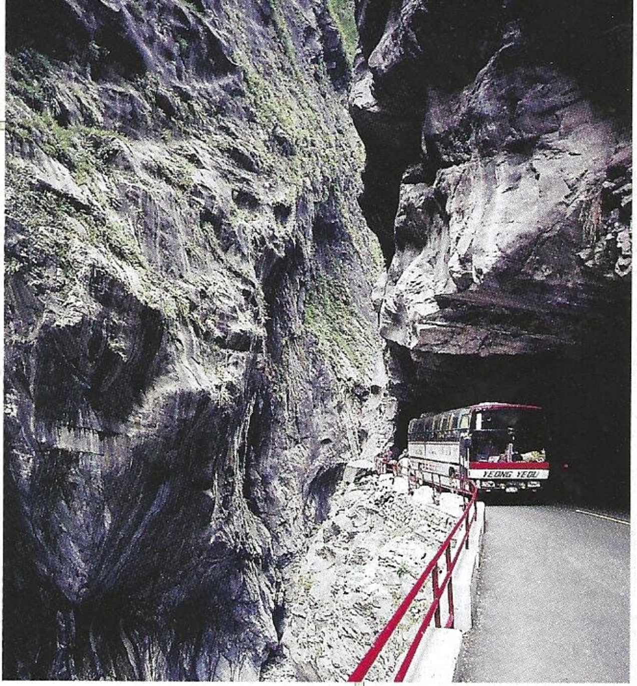

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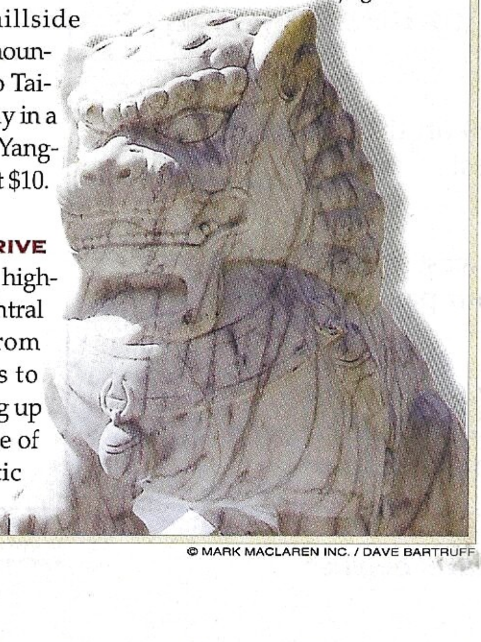
Taroko Gorge

Tour buses negotiate the narrow confines of the Taroko Gorge, passing areas such as the Eternal Spring Shrine, Swallow Grotto and the Tunnel of Nine Turns (above).



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Marble Lion

Marble lions stand guard at each end of the marble Bridge of Motherly Affection in Taiwan's Taroko Gorge (left).

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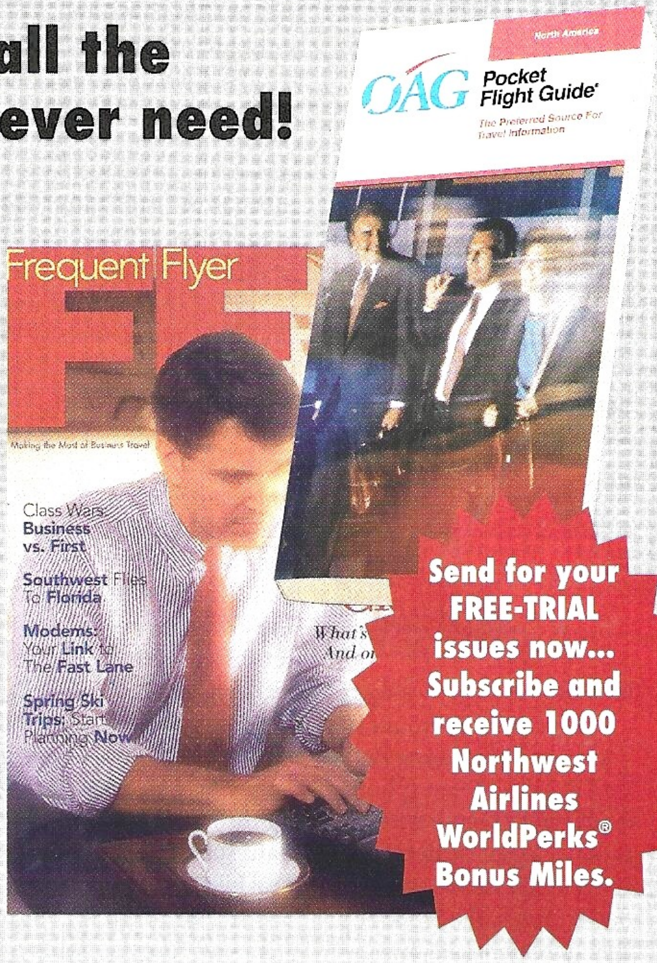
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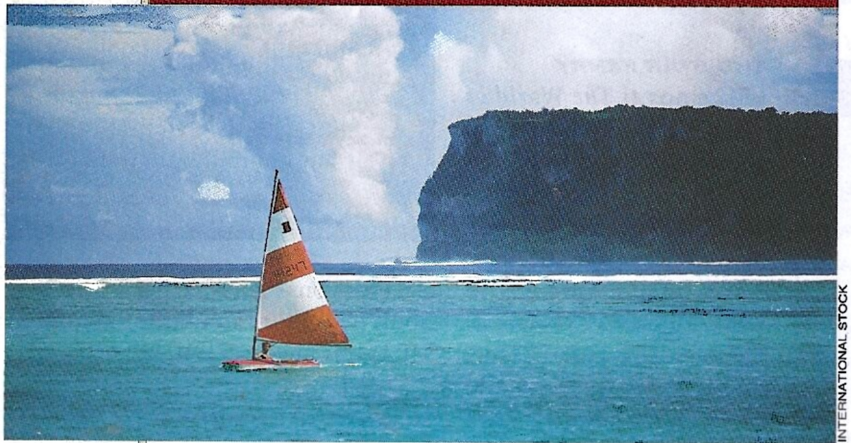
GUAM


INTERNATIONAL STOCK

GOING DOWN

25

Coral reefs, exotic Indo-Pacific marine life, odd shapes and patterns, plus 900 varieties of colored fish—with all this, as well as coral sea gardens containing 400 types of coral, shipwrecks, sunken war planes, vertical drop-offs, walls, blue holes and coral caverns, Guam provides a heaven for divers.

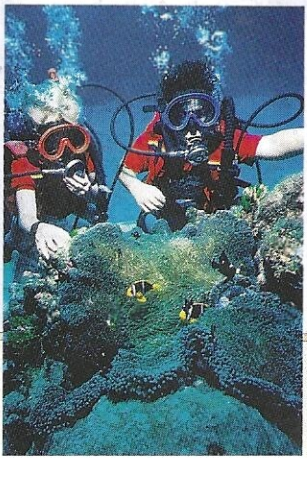
This well-organized American outpost offers some of the largest dive operators in the Western Pacific, providing lessons and full-service dives. A morning's dive (certified divers only) with all equipment and transfers costs about $40; four-day open-water courses run $400.

26

HOOKED

When the hook sets, the line tightens and the reel starts spinning, you know you're in for a great fight. The waters off Guam provide first-class big-game fishing—one of the world's largest marlins, a 1,173-pound Pacific blue, was caught here in 1969.

Marlin, mahi-mahi, wahoo and tuna all inhabit the Marianas Trench, the deepest water in the world, just east of Guam. Local charters don't require any fishing experience; most anglers prefer to troll. Rates average from about $360 for one passenger for four hours to $960 for four passengers for eight hours. *Discover Guam, phone: 671-649-8687, fax: 671-649-3487. Guam Visitors Bureau: 800/US3-GUAM.*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Watersports

Sailing through scenic sites such as Two Lovers Point (above) and diving among a great variety of corals and tropical fish (right) make Guam a watersport haven.

MACAU

© DAVID SANGER

Portuguese Tiles

Portuguese artisans, working with imported stone, created Macau's tessellated sidewalks that look like they belong in Lisbon or Rio (above).

27

HEAVENLY WEEKEND

Warning: If you need to tally the amounts to see if you can afford this Asian experience, skip to the next item.

In Hong Kong, get a suite at the Mandarin Hotel—an east-facing room on a high floor for the best view ($770). Have dinner at the Mandarin Grill, then sip champagne overlooking the lights of the city from your verandah.

In the morning, take the hotel limo to the Macau ferry terminal ($32) for a 20-minute helicopter ride to the Portuguese territory ($154–$168 one way). Go by hotel limousine to the luxurious Bela Vista, a restored heritage hotel with eight deluxe suites ($270–$675). The Macau Suite is the best, although not the most expensive, with a magnificent tiled balcony facing the old colonial section. Have dinner on the verandah overlooking the South China Sea and return to Hong Kong by helicopter the next morning.

SANTA CASA DA MISERICORDIA
© DAVID SANGER

Senate Square

Fine colonial buildings such as the 18th-century Santa Casa de Misericordia in Senate Square are among the major attractions in Macau, a little European enclave in the heart of Asia (above).

EMBRACE THE TIGER

28

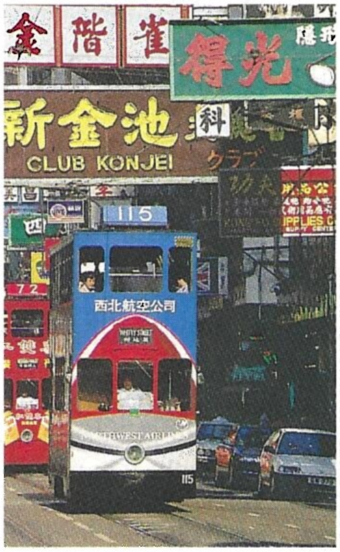
BRUSH THE TAIL OF THE SPARROW, EMBRACE THE TIGER TO RETURN TO THE MOUNTAIN, AND BAIL THE MOON FROM THE BOTTOM OF THE SEA. SEVERAL HONG KONG TAI CHI MASTERS TEACH THESE CLASSIC MOVEMENTS, AS WELL AS OTHERS, OF THE GRACEFUL, SLOW-MOTION CHINESE EXERCISE.

© MARK MACLAREN INC. / DAVE BARTRUFF

A NUMBER OF SCHOOLS OFFER COURSES FOR ONE OR TWO STUDENTS, OR CLASSES OF UP TO 10 IN GYMS OR PUBLIC PARKS. CONTACT THE HONG KONG TOURIST ASSOCIATION FOR MORE INFORMATION: *2807-6177.*

Double-Decker Trams

Slow but steady, the colorful 93-year-old two-deck trams are an essential aspect of old Hong Kong (right).



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Bronze Buddha

From its mountaintop perch, the Big Buddha looks out over Lantau Island to Hong Kong in the distance (right).

29

THE *STAR FERRY*

In the novel *The World of Suzie Wong*, painter Robert Lomax met bar girl Suzie on the little green *Star Ferry* plying the Fragrant Harbor between Kowloon and Hong Kong Island. One of the world's great travel bargains, the scenic ferry costs 22 cents on the lower deck, and 26 cents on the slightly more comfortable upper deck.

Departing every few minutes during rush hours and crossing in about eight minutes, the ferry provides fantastic views of high-rises sprouting before the mountainous backdrop of Hong Kong Island. This authentic remnant of old Hong Kong operates 6:30 a.m.–11:30 p.m.

30

MAKING TRACKS

From Kennedy Town in the west to Shau Kei Wan in the east, vintage trams trundle the length of Hong Kong Island, passing through the modern Central financial and shopping area, neon-lit Wanchai and traditional housing regions where locals shop in seething street markets. Grab a top-deck seat for the best views.

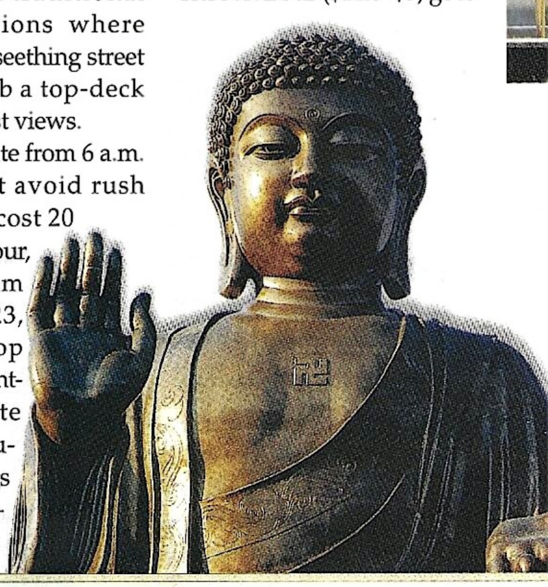
Trams operate from 6 a.m. to 1 a.m., but avoid rush hours. Fares cost 20 cents. A one-hour, 15-minute tram tour runs $23, and open-top trams can be rented for private parties—popular for weddings and other special occasions—for $106 per hour, two-hour minimum. MP Tours Limited: *2118-6242.*

31

MOUNTAINTOP DINING

Po Lin (Precious Lotus), the world's largest outdoor seated bronze Buddha at 110-feet high, squats atop a mountain on Hong Kong's Lantau Island. The Buddha, with a half-inch-thick skin of bronze and gold, attracts hundreds of sightseers daily.

At midday, the monks serve a traditional vegetarian meal, with soup and seasonal vegetables, beans, mushrooms, melons and roots, in the monastery's dining hall for $9. Morning tours with a more elaborate lunch cost $70 (*2739-3302*). The ferry from Central District to Mui Wo (Silvermine Bay) runs $2–$4. The No. 2 bus ($1.20–$3) goes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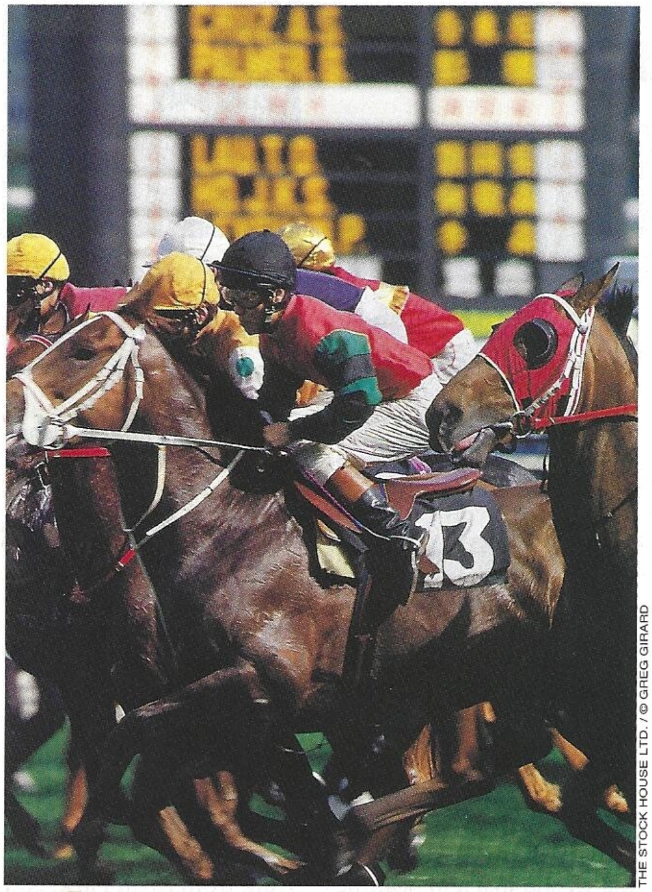
Sha Tin Track

Horse racing, the only legal form of betting in gambling-mad Hong Kong, is immensely popular at the territory's two race tracks (right). The Star Ferry *plies the harbor (left).*



THE STOCK HOUSE LTD. / © GREG GIRARD

to Ngong Ping, the mountain location of the Po Lin Monastery. To avoid crowds, go during the week.

LOOK TO THE FUTURE

At famous Wong Tai Sin temple, worshippers light fragrant joss sticks, then kneel and pray for better health or propitious business dealings as the incense burns. In front of the temple, gently shake the *chim* container with its numbered wooden fortune sticks. When one stick falls out, take it to the bustling fortune-tellers' arcade, and pay a soothsayer $3. He will select a corresponding paper fortune and interpret the message. Look for "English-speaking" signs, though communication is sometimes minimal.

BUDDY MAYS TRAVEL STOCK

Take the Mass Transit Railway to Wong Tai Sin station and follow the signs. HK$1 donation expected.

YOU BET

Tens of thousands of voices scream in excitement as the horses thunder down the homestretch. Hong Kong claims that more money is wagered on its horse races than at any other place. Meets take place at Happy Valley on Hong Kong Island or Sha Tin in the New Territories, Wednesday evenings or Saturday and Sunday afternoons.

Visitors can get a pass to the VIP enclosure for $7 by presenting their passport at an off-course betting center a day or two before the meet. The most convenient location is at the Central *Star Ferry* terminus. The HKTA's Come Horseracing Tour, $68, includes transportation to the track, buffet lunch or dinner and race tips.

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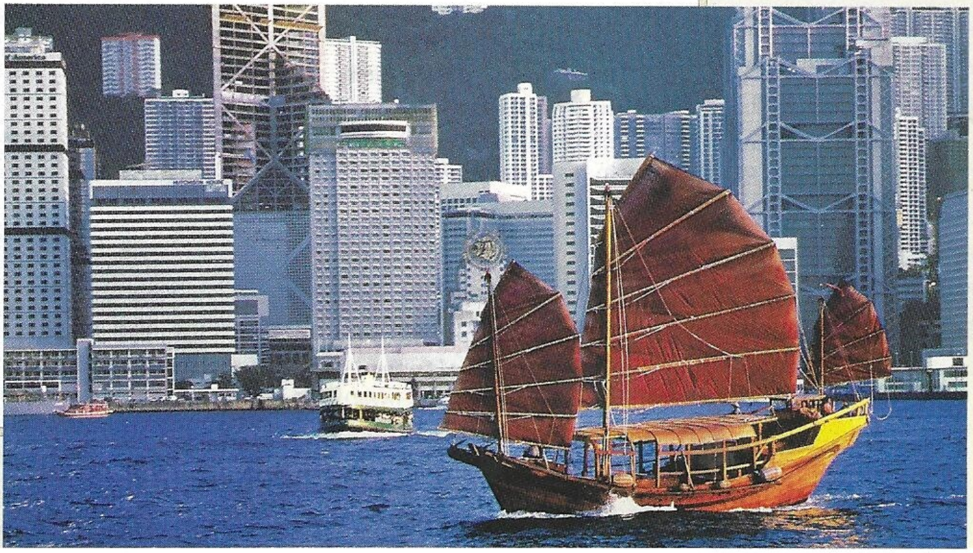
a magnificent
mixture
of the
world's oldest
traditions and
customs
with today's
technology
and new
information.

Old Plus New

A woman lights incense sticks to bring good fortune at the Wong Tai Sin Temple (left), and a classic junk with batwing sails—now a tourist attraction rather than a typical vessel—drifts past Hong Kong's Central District (below).



INTERNATIONAL STOCK / © MICHAEL VON RUBER

INTERNATIONAL STOCK / © JEAN KUGLER

UNDER THE FALLS

34

Two boatmen paddle, push and haul a dugout canoe up the Bumbungan River for about an hour to Pagsanjan Falls. At Pagsanjan, deep in the jungle, you can swim in the cool pool at the foot of the 100-foot-high falls. For a few pesos more, rafts take you under the falls. You will get absolutely soaked—but it's exhilarating, and the weather is warm enough it doesn't matter. Going back, the canoes shoot down the rapids at great speed, especially in late winter and early spring when the river is high.

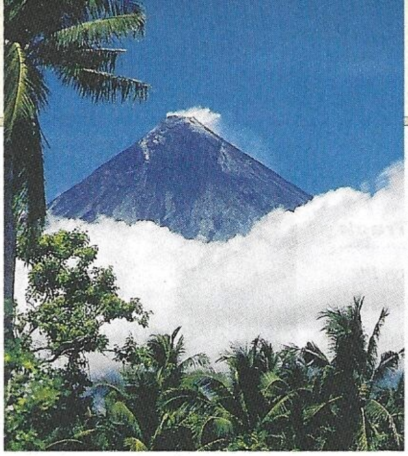
From Manila, take a bus ($4 round-trip) to Santa Cruz, Laguna (about two hours), then a jeepney to Pagsanjan (30–45 minutes). $15, life jacket $2, tip $4.

35

INTO THE VOLCANO

The long, hard climb up the ash-strewn slopes to the summit of 8,200-foot Mount Mayon requires two grueling days, but it's worth the effort. Sleep the first night on the mountain in a bunkhouse, the second in a tent near the summit. The views from the cone of this perfect volcano are magnificent. You can see all the way to the coast.

Take a scheduled 55-minute, $45 flight from Manila to Legazpi City. There, mountain guide Alan Velasco (phone: *52-481-2356*) charges $100 for two climbers, $50 for each additional person, with food, equipment and porter included.



INTERNATIONAL STOCK / © CLIFF HOLLENBECK

Mount Mayon

When not erupting—which it last did in 1978 and 1984—Mayon volcano provides a fine rural escape for fit climbers (left).

36

HANDS-ON DINING

Banana leaves replace china, and fingers substitute for cutlery in Manila's six Kamayan restaurants, where diners eat native Filipino food with their hands. The rural decor features dark, natural wood walls, *capiz* (seashell) screen room dividers and huge seashell sinks for postprandial washing up.

The rural Filipino dishes use heart of coconut palm, lemongrass, peppers and coconut milk. The menu features suckling pig roasted over an open charcoal pit, sautéed giant blue crab, "chili-hot, chili-good succulent tiger prawns" and fish cooked in banana leaves with onions and tomatoes.

The most convenient locations are in Ermita (*523 Padre Faura*), a five-minute walk from Rizal Park, and at 47 Pasay Road, Makati, Manila's nightlife area. Meals average about $20.

37

ROBINSON CRUSOE, CHAMPAGNE CLASS

Gilligan never had it so good. Nor did Robinson Crusoe. Amanpulo, a beach resort hotel on the private 220-acre tropical Philippines' island of Pamalican, is the ultimate in private luxury.

Accommodations are in private, freestanding casitas, a modern version of a traditional Filipino house combining pebble-wash structures with wood-shingled roofs, sunken baths, polished timber floors and private terraces. Each has a nontraditional private bar, CD music equipment and satellite TV or Laser Disc (available on request).

Casitas are linked by small roads and walkways, and each has its own golf cart to get around. Activities include swimming, sailing, scuba diving, snorkeling, cycling, eco walks and tennis—plus creative loafing.

Chartered aircraft from Manila costs $275 per person for the hour flight. Rates range from $350 to $675 for treetop, beach and hillside casitas. Aman Resorts: *800/447-7462*.

continued on page 86

Local Cuisine

Filipino food contains a tasty array of seafood, fish and tropical produce, all eaten by hand (right).

© MARK MACLAREN INC. / DAVE BARTRUFF

Seated Sakyamuni carved on a rock
in Mt. Pukhansan,Seoul

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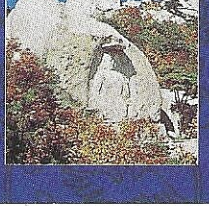

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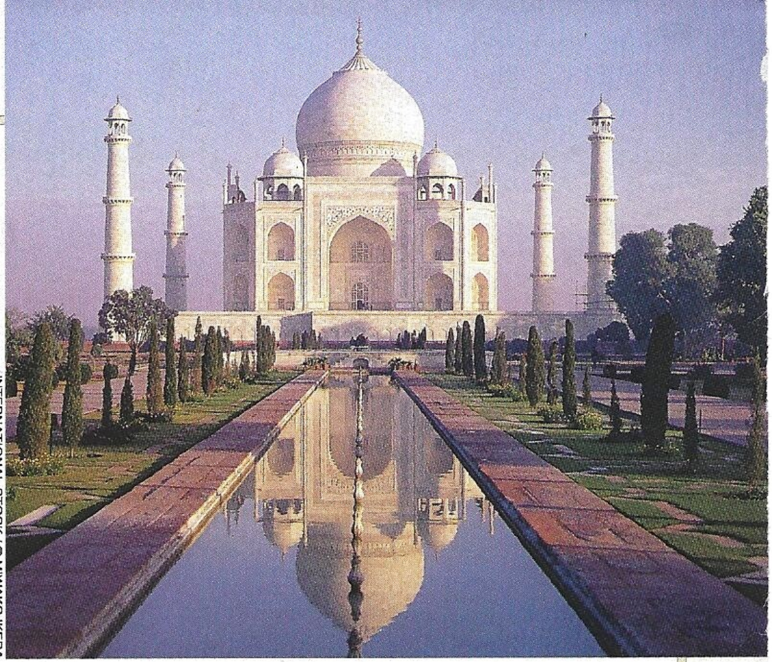

INTERNATIONAL STOCK / © MIWAKO IKEDA

Taj Majal

Shah Jahan built the Taj Mahal for his wife, the Empress Mumtaz Mahal. Set in a formal Mughal garden, the white marble Taj is acclaimed for its perfect proportions (right).

INDIA

39

TAKE ME TO THE TAJ

It has been called a dream in marble, a sigh made stone, a fragile, delicate soap bubble. The Taj Mahal, the perfect marble mausoleum best seen reflected in a long ornamental pool, is one of the most magnificent monuments ever built.

You can visit the Taj Mahal, located in the ancient city of Agra, on a day trip from Delhi, about 125 miles away. An air-conditioned car with driver booked through a hotel or local rental agency costs about $85 a day. To get the best effect, arrive in late afternoon or at dusk, when most tourists are gone.

ROYAL RETREAT

© ROBERT HOLMES

38

THE FORMER MAHARAJAH'S PALACE IN JAIPUR, RAJASTHAN, IS A MARVEL OF ORNATE MARBLE, SPLASHING POOLS, EXPANSIVE GROUNDS, SNAKE CHARMERS IN THE COURTYARD AND CAPARISONED ELEPHANTS AT THE GATES (AVAILABLE FOR GROUPS, ON REQUEST). YOU CAN STAY AT THE RAMBAGH PALACE, WHICH WAS CONVERTED INTO A LUXURY HOTEL WITH SOME ROOMS VAST ENOUGH FOR A POLO MATCH—A SPORT IN WHICH THE MAHARAJAH EXCELLED. THE MAIN PALACE CONTAINS THE BEST ROOMS.

ALL OF THIS OPULENCE COSTS $132–$155, DEPENDING ON THE SEASON. *BHAWANI SINGH ROAD, 302006, JAIPUR; PHONE: 91-141-381-241, FAX: 91-141-381-098.*

SAIPAN

40

WALKING ON WATER

Managaha, a few minutes off Saipan, is a perfect South Sea Island ringed with sandy beaches and relics from WWII visible in the crystalline waters. On the way to the island, glass-bottomed boats pause over a sunken Japanese Zero fighter plane.

Recreation includes parasailing, snorkeling, diving and boat rides, as well as walks in the water around the circumference of the little island. You also can lie on an isolated beach or swim in the shallow, aquamarine water. The reef extends so far, you can walk a long time and not be much more than waist deep.

continued on page 88

© ROBERT HOLMES

Attention!

Guests live like maharajahs and maharanees of old India in a number of renovated palaces, such as Rambagh in Jaipur (far left).

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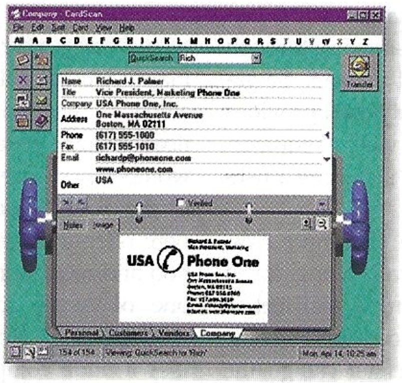
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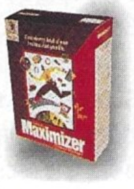

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Bumboats

A rare remnant of old Singapore, bumboats with their "good-luck eyes" on the prows serve as tour boats and water taxis (left and below).

BUMMING AROUND

Hundreds of bumboats, solid-wooden vessels with eyes painted on the prow for good luck, once plied Singapore's harbor, shuttling cargo out to freighters. A few remain, operating as river taxis or tour boats. Bumboats also can be hired at Clifford Pier for a cruise around Singapore's bustling port and around the Southern Islands.

Day trips cost about $190, but rates are negotiable. Fairwind Harbor Cruises operate tours on a traditional junk, $20; *65-533-3432.*

© ROBERT HOLMES

WILD KINGDOM

As the tram moves silently through the jungle along the paved path, dim artificial light illuminates unusual animals—bongo, gaur, tapir, Asian elephants and Malaysian tigers—moving through the tropical foliage. Singapore's Night Safari provides a nocturnal view of equatorial animals, including a fishing cat.

After the 45-minute ride, you can walk along forest paths, getting a real feel of the wild. Most visitors come early, so the later you go, the more solitude you'll have and the better the experience. Open from 7:30 p.m. to midnight, the Zoo and Night Safari is a 20- to 30-minute drive from downtown, about $10 by taxi. Night Safari admission costs $15.

SAVOR YOUR MEDICINE

In the Metropole Hotel's Imperial Herbal Restaurant, unique outside of China, meals are medicinal as well as nutritious. The resident herbalist determines if guests are yin or yang by taking their pulse, and advises on their meal selection. The macrobiotic menu includes delicious prawns in a chili sauce, quick-fried mutton with Chinese Wolfberry, delicate beggar's chicken and tasty steamed, sliced fish with coriander. Each dish has a specific medicinal value.

Meals average about $20 to $25, but can cost $200 for specialty items.

HIGH-TECH TOYS

Play virtual golf, bicycle along snow-lined paths or float on saline waters in eerie, womb-like silence. The club in the Four Seasons Singapore offers high-tech relaxation and recreation in one of Asia's most modern cities. Activities include computerized golf, a flotation tank, six kinds of massage, air-conditioned tennis courts—a rarity in Southeast Asia—and a gym containing the latest workout gadgets.

Costs for a session in the flotation tank and massages, from shiatsu to aromatherapy, range from $40 to $54. *Four Seasons Hotel Singapore, 190 Orchard Blvd., Singapore 24864; phone: 65-734-1110, fax: 65-733-0682.*

BREAKFAST WITH THE BIRDS

Twitters, warbles, tweets, chirps and song fill the air as hundreds of birds in delicate sandalwood cages greet the morning. Local men bring their birds to an outdoor coffee shop the size of a small suburban backyard and hang the cages from an overhead frame attached to trees.

Birds such as tiny Oriental white eyes, China thrushes, white-rumped shamas and red-whiskered bulbuls with peaked heads join in a delightful avian philharmonic concert.

The birds, prized for their songs more than their looks, appear every morning from about 7:30 to 10, but Sunday, when bird-singing contests are sometimes held, is best. Take a taxi to Tiong Bahru Street and Seng Por Road.

continued on page 90

CAMERAMANN INTERNATIONAL

Bird Songs

Wild birds perch in the trees, joining caged birds in a melodious morning concert on Seng Por Road (above).

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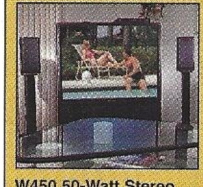
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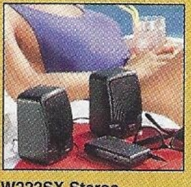
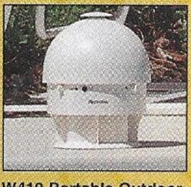

W222SX Stereo Speaker/Headphone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Tropical Beaches

The Phuket area draws divers, swimmers and boaters (right).

INTERNATIONAL STOCK / © ROBERTO ARAKAKI

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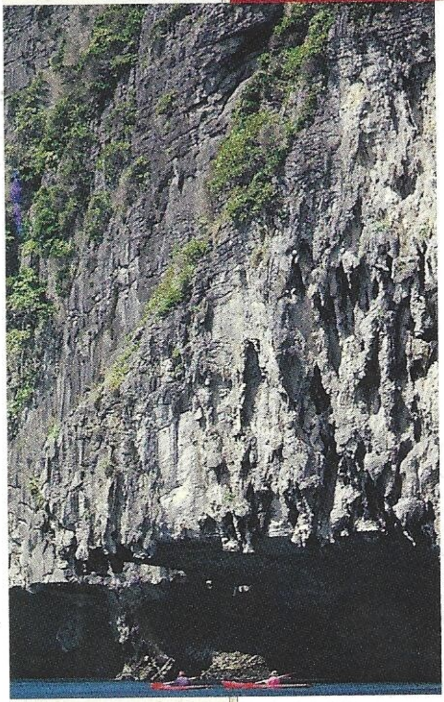
THAILAND



© MARK MACLAREN

Sea Kayaking

Kayakers can reach hidden lagoons and nearly inaccessible caves (above).

CAVE HOPPING

46

After learning how to paddle maneuverable but stable Sea Explorers, kayakers journey out to the hundreds of small, weirdly shaped Karst Islands that rise up from the sea like chunks of melted candle wax off Phuket, Thailand. There, the kayakers enter mysterious sea caves and tidal lagoons.

American John "Caveman" Gray's company, Sea Canoe Thailand, uses 18-foot kayaks, the only vessel that can enter some of the narrow caves gouged into the rock. English-speaking Thai guides conduct overnight trips or weeklong adventures, exploring the small sandy beaches, sheer cliffs, thick jungle and deep-sea caverns.

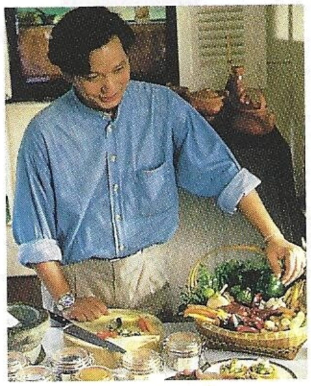
Three-day camping trips cost $500, six days $900. *Sea Canoe Thailand, P.O. Box 276, Phuket 83000; phone: 66-76-21-2172, fax: 66-76-21-2252 or 2172, e-mail: seacanoe@seacanoe.com, internet: www.seacanoe.com.*

47

HOT LESSONS

Thai food is hot, both literally and in popularity. In Bangkok's famous Oriental Hotel cooking school, students learn to prepare, as well as appreciate, this delicious, highly distinctive cuisine. Classes feature lectures, demonstrations and hands-on participation.

Held weekday mornings, lessons are in English and limited to 20 students. Courses cover ingredients, snacks and salads, soups, vegetables and fruit carving, curries, condiments and side dishes and desserts, as well as fried, stir-fried, steamed and grilled dishes plus menu selection and preparation. About $110 per lesson, including lunch. Oriental Hotel: 662-236-0400.



Cooking with Class

Students learn to prepare Thai food at the Oriental Hotel's school (left).

48

THE MASSAGE IS THE MEDIUM

The herbal, sauna and therapeutic massage center at Phuket's luxury boutique hotel, The Boathouse, knows how to pamper the body with age-old and modern techniques. Treatments include traditional Thai massage (an ancient form of acupressure), herbal compress skin rejuvenation and herbal massage with therapeutic oils distilled from fresh lemongrass. Other options include a facial and foot massage, facial herb treatment, *teate suru* Japanese-style massage recommended for back problems and the more familiar Swedish massage. About $15.

The jet-lag restorative package was designed for those arriving after a long flight. *2/2 Patak Rd.; phone: 66-76-330-015-7, fax: 66-76-330-561, e-mail: info@theboathousephuket.com.*

49

TEAK FOR TWO

The classic converted teak rice barge pulls away from the pier and heads up Bangkok's Chao Phrya River, past temples, log rafts, stilt houses and long-tail boats—with just the two of you aboard.

Classic Thai art and sculpture decorate the deluxe, 66-foot *Manohra Song,* with

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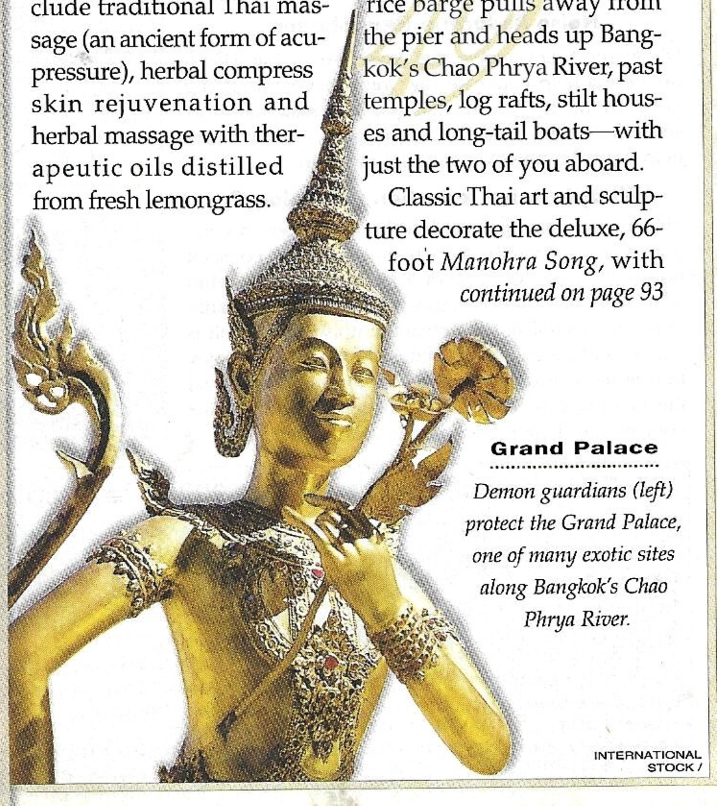

Grand Palace

Demon guardians (left) protect the Grand Palace, one of many exotic sites along Bangkok's Chao Phrya River.

INTERNATIONAL STOCK /

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Kauai — *Princeville Resort*, Sheraton Kauai Resort (opening Dec 1997)*

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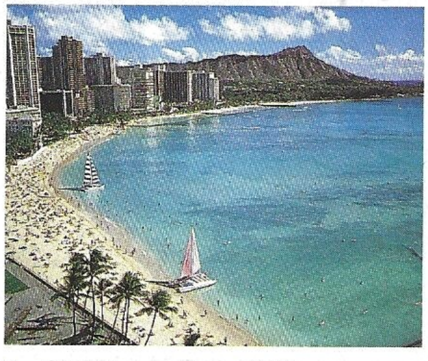
View of Princeville Resort pool



View of Waikiki Beach from Sheraton Waikiki

To start planning your visit to paradise, order your WorldVacations Hawaii brochure by calling 1-800-358-3100, extension 534. For reservations, call 1-800-800-1504.

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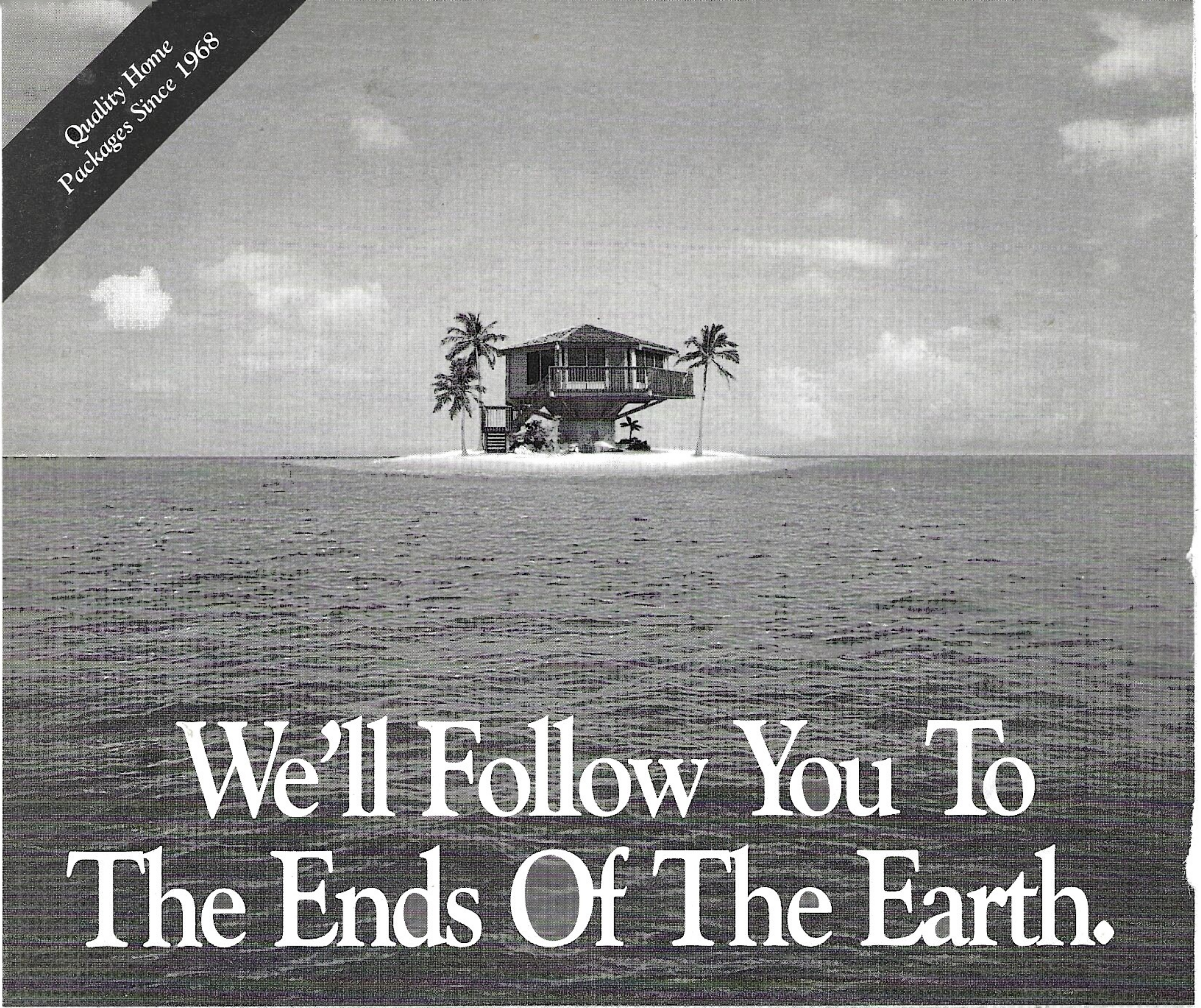
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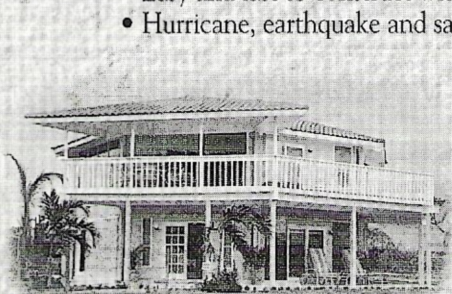

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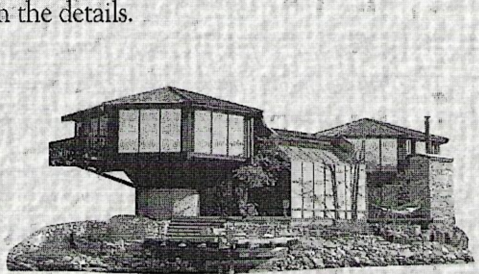

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continued from page 90

four luxury air-conditioned cabins, sundeck, bar and gourmet dining. The boat accommodates four couples comfortably, with one-, two- or three-day cruises, but can be chartered for private trips. Cruises usually go upriver to the ancient capital of Ayutthaya, a UNESCO World Heritage Site.

Charters cost about $1,850 for a full day. *Manhora Cruises, phone: 66-2-476-0021, fax: 66-2-460-1805.*

FLOATING HOTEL

The River Kwai in Kanchanaburi, 80 miles northwest of Bangkok, is best known for the famous wartime novel and movie about the famous bridge. Now, it is a pleasant holiday area of jungle, scenic waterfalls, sapphire mines and cave temples, such as the Temple of the Golden Dragon. Accommodations in the town of Kanchanaburi include basic, but comfortable, raft hotels on the river.

Rafts are available at several locations, near the bridge, both on the river and on nearby reservoirs. The River Kwae Floatel rafts cost $32 per person, full board—American breakfast, Thai lunch, French dinner—with a $12 single supplement.

Package tours begin at $92 for two days, one night, and $152 for three days, two nights. Floating market tours are included in some packages. Elephant rides into the bamboo jungle cost $28 an hour, based on two people. *Phone: 662/2463089, fax: 662/2465679.* ■

Hong Kong-based Garry Marchant has experienced all of the Fab 50. He's now working on the next 50.

Northwest is the only airline to operate daily nonstop flights from eight U.S. cities to Asia and provide exclusive service in several markets. As of June 20, Northwest will offer 207 flights each week out of Tokyo, Osaka, Nagoya and Fukuoka in Japan. The 18 destination cities include Bangkok, Beijing, Guam, Hong Kong, Manila, Saipan, Seoul, Shanghai, Singapore and Taipei.

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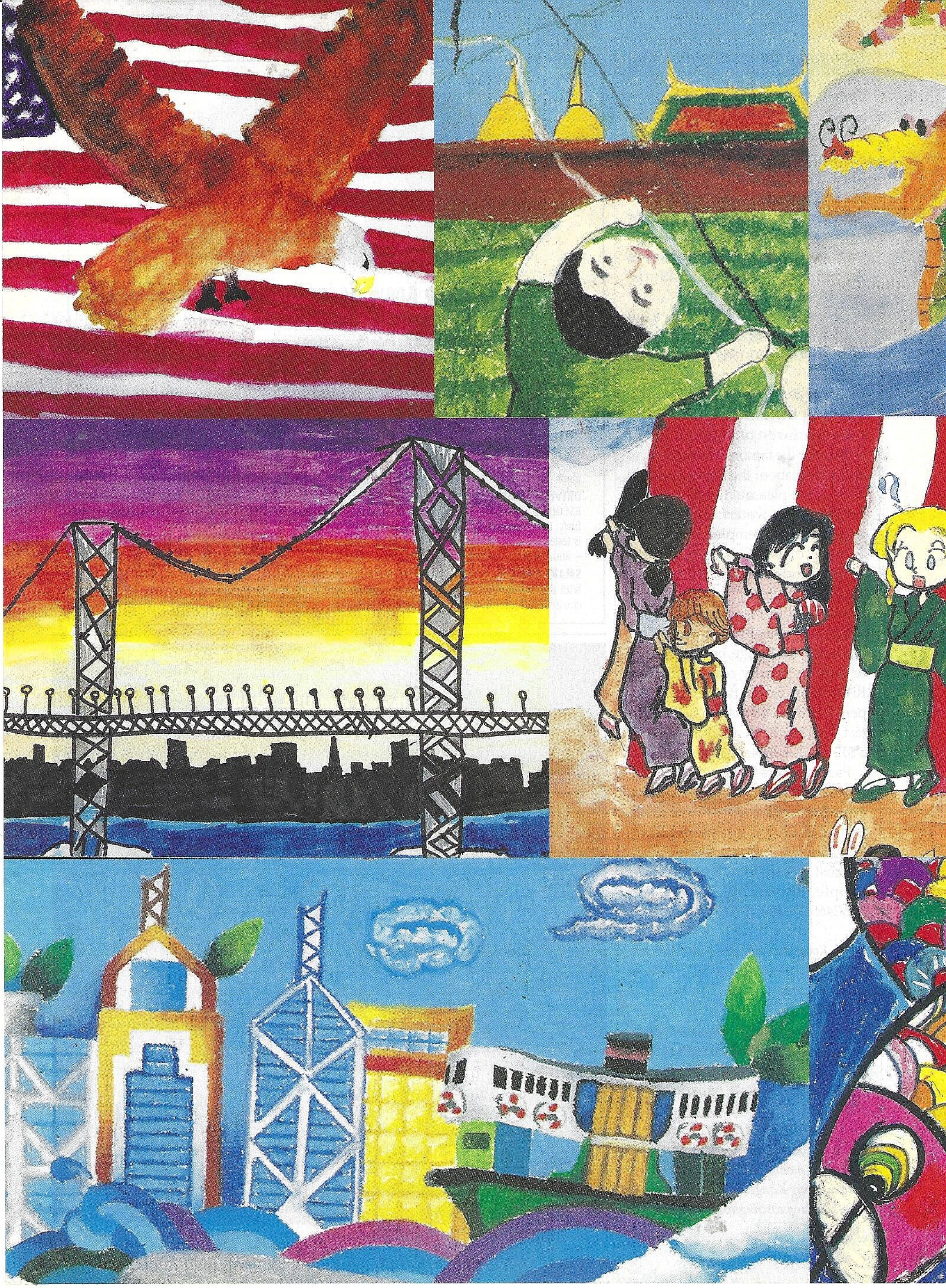


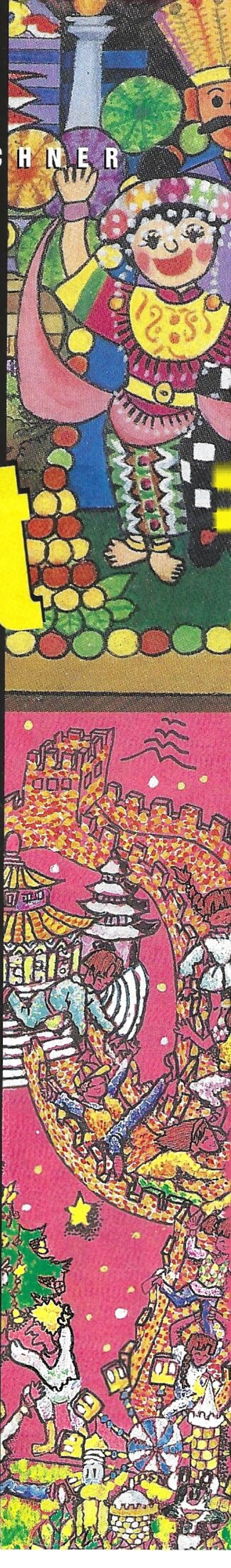
Art Takes Flight

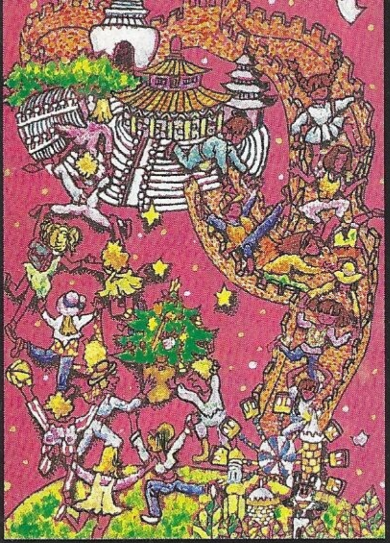
BY DAVE KIRCHNER

Commissioned to paint the ceiling of the Sistine Chapel starting in 1508, Michelangelo had the luxury of taking four years to create one of the greatest wonders of Western art. When Jim Mach and his crew at Northwest Airlines were charged with transforming a 300-ton Boeing 747-400 into a globe-trotting art gallery, they had 12 days.

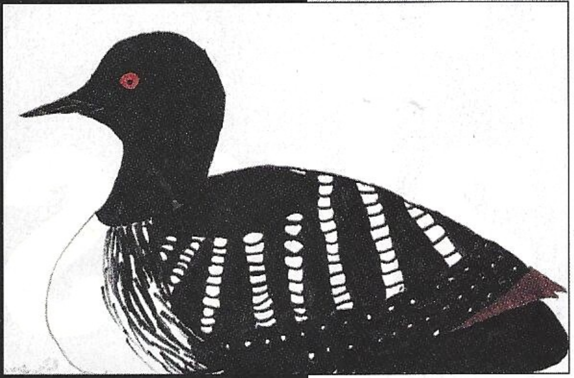
"We actually had the whole thing done in 10, but there were two days of [advertising] photography tacked on to the end," says Mach, Northwest's manager of intermediate-maintenance operations. "However, that represents only the time it took to paint the plane. There were many months of hard preparation and planning that led up to it."

When it came time to commemorate their 50th anniversary of service to Asia, the people at Northwest

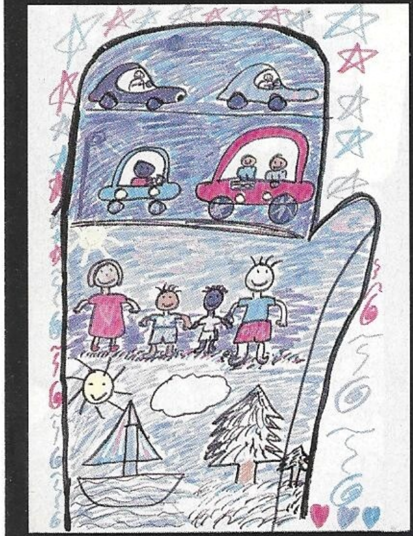




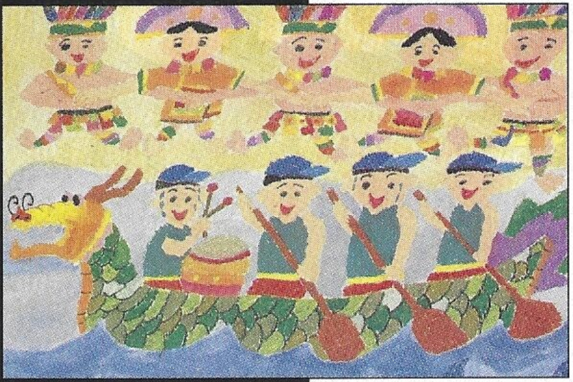
Building the Friendship Bridge
Zhang Kun, age 13
Beijing, China



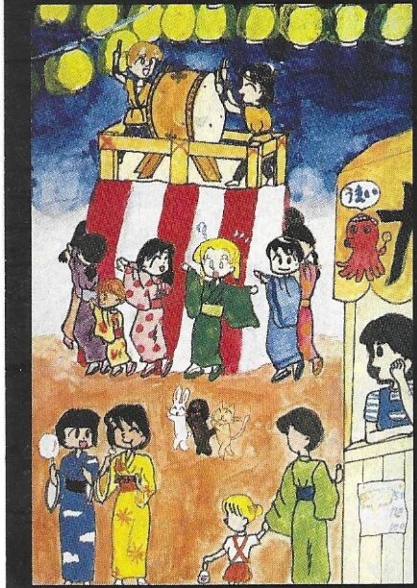
The Minnesota Loon
Sheena Sood, age 12
Minneapolis/St. Paul,
Minnesota



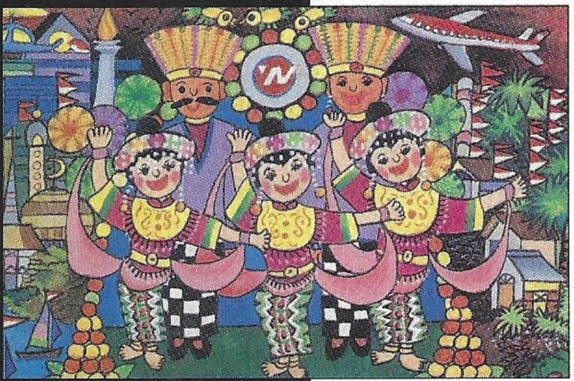
The World Is in Our Mitten
Sarah Maesch, age 10
Detroit, Michigan



Dragon Boat Race
Ya-Lin Wu, age 10
Taipei, Taiwan



Let's Dance Together
Keiko Terasaka, age 10
Osaka, Japan



Japong Dance
Esther Johanna, age 10
Jakarta, Indonesia

wanted to celebrate in a big way. And in the case of WorldPlane, the sky is the limit.

The challenge was how to mark the anniversary in an extra-special way. Exactly how big? "Well, the Boeing 747-400 is definitely the flagship of our fleet," says Deborah Burroughs, Northwest's manager of international and offshore advertising. "It's the nicest and the largest. It's big—really big."

"Plans for getting WorldPlane off the ground began in earnest around November of last year," Burroughs says. She and everyone else at Northwest have known for some time that 1997 was going to be a special year for the airline. It was 50 years ago Northwest began the first passenger service to Asia over the Arctic Circle, an innovation that shaved hours off the trans-Pacific flight. And today, Northwest is the leading airline serving Japan and one of the largest carriers between North America and the Far East.

"As we began planning our 50th-anniversary celebration, somebody came up with the terrific idea to involve children from all around the world—to invite them to draw pictures of their native lands to adorn the airplane," explains Chris Clouser, Northwest senior vice president, administration. "It seemed appropriate in honor of the celebration of service to Asia. And now WorldPlane has become the most visible part of the anniversary."

DRAWING CULTURES TOGETHER

It's always a revelation whenever you get the opportunity to view the world through the perspective of a child. And so it was with much excitement that Northwest Airlines invited children at elementary and art schools in nine U.S. and 10 Asia-Pacific cities to share their unique visions of the places they call home. More specifically, the children were asked to think about what landmarks and traditions make their city special and imagine they were introducing this place to someone who had never visited there before.

It wasn't long before entries for the WorldPlane contest began to pour in—hundreds of them—from U.S. cities such as Memphis, Seattle and San Francisco to exotic locations such as Hong Kong, Taipei, Tokyo and Jakarta. These young artists—all between the ages of five and 12 at the

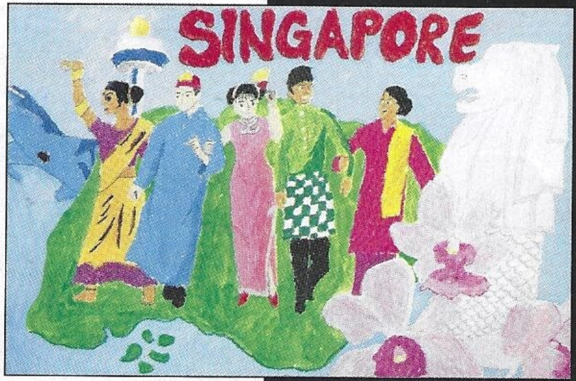
continued on page 97

ART TAKES FLIGHT

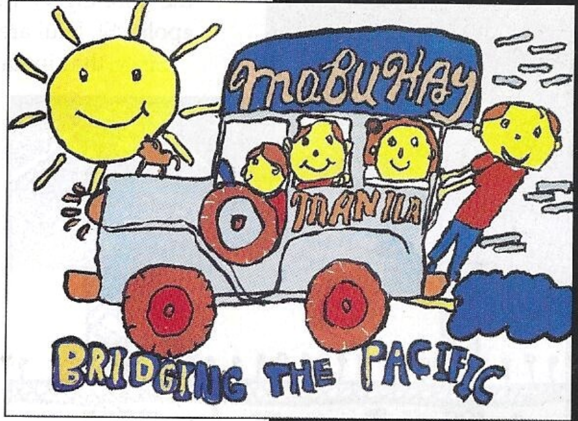
continued from page 96

time they submitted their creations—collectively symbolized the imagination, creativity and civic pride of children from around the world.

Judges in each city then faced the difficult task of selecting five finalists based equally on creativity, aesthetic quality, adherence to the contest guidelines and relevance to Northwest's Bridging the Pacific theme for the anniversary commemoration. From these 95 entries, a panel at Northwest's Eagan, Minnesota, headquarters selected the 19 winners. In addition to the pride of seeing their artwork displayed larger than life and on exhibit literally around the world, the winning artists also will be flown on an all-expenses-paid trip to Northwest's headquarters later this summer where they'll be honored at a reception hosted by Northwest senior officials. Also, Northwest will be donating almost $100,000 to nonprofit organizations selected by the children. (To meet a few of these young artists and find out where they're directing their charitable donations, see page 100.)



My Singapore
Chee Xiu Xian, age 8
Singapore

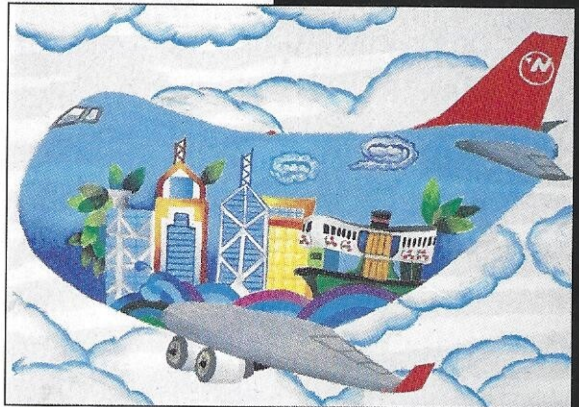


MaBuHay Manila
Kristen A.D. Capili, age 8
Manila, Philippines

A FLYING CANVAS

As difficult as it was to choose only 19 winning entries, the contest judging paled to the next challenge—reproducing the children's artwork on the sides of an airplane.

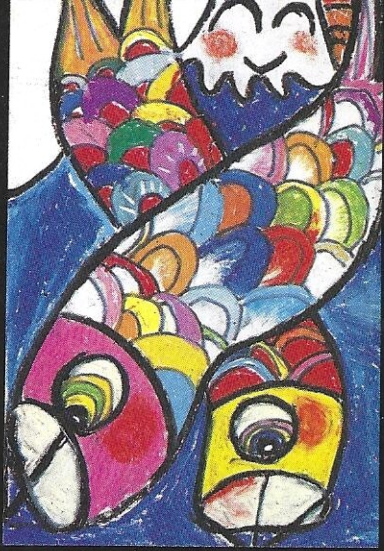
First the aircraft had to be stripped of its regular Northwest Airlines livery, primed and painted white. Then, rather than painting a reproduction of the designs directly onto the aircraft, the original artwork was enlarged and reproduced on decals, some of which measured nearly three stories tall. Roy Herbert, an art director at Northwest's ad agency, worked with a scale model airplane to determine the best position for each megadecal. (Besides being on the plane's exterior, a number of winning entries are currently featured on menu covers in Northwest's World Business Class service.)



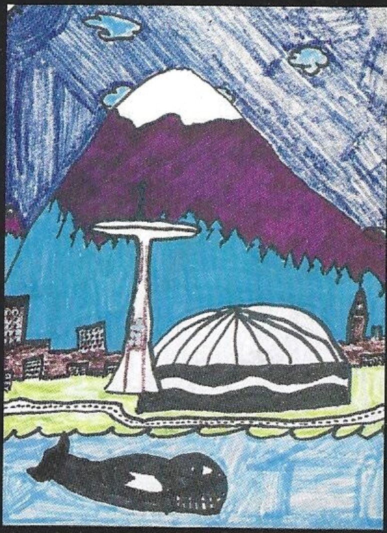
The Trip to Hong Kong
Christopher Ng, age 7
Hong Kong

It was up to Herbert to figure out how to make each image stand out on the fuselage and to make sure the decals wouldn't interfere with the plane's doors, windows and flight equipment.

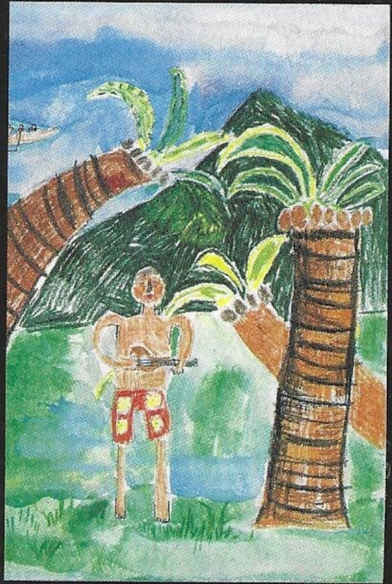
Getting the decals to adhere to the fuselage was a sticky problem—literally. During routine cabin pressurization, the fuselage is subject to minor expansion and contrac-



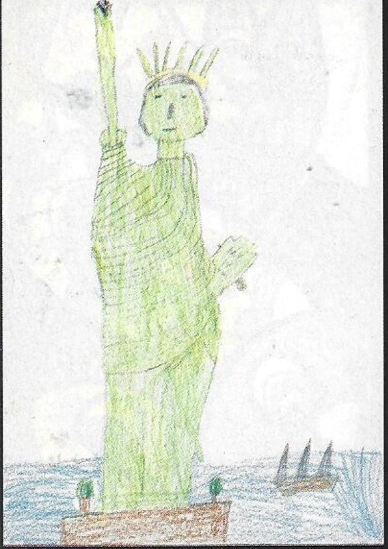
Mount Fuji and Carp Streamers
Akie Ohkubo, age 7
Tokyo, Japan



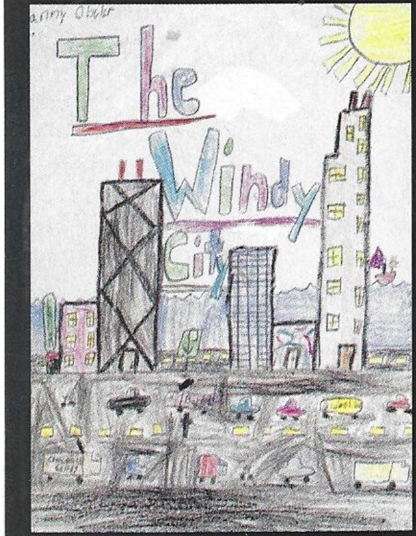
Seattle, WA
Micheal Pennock, age 10
Seattle, Washington



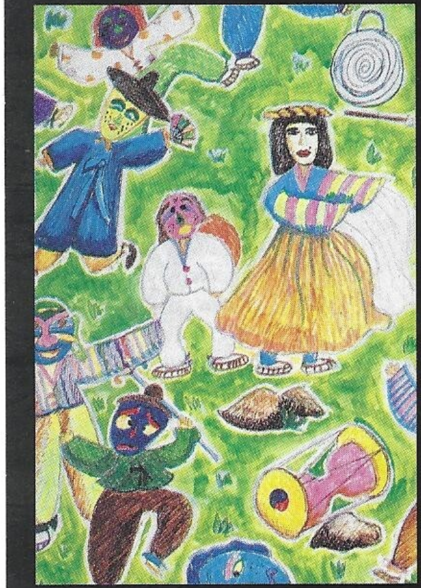
Beautiful Hawaii
Thomas Robillard, age 9
Honolulu, Hawaii



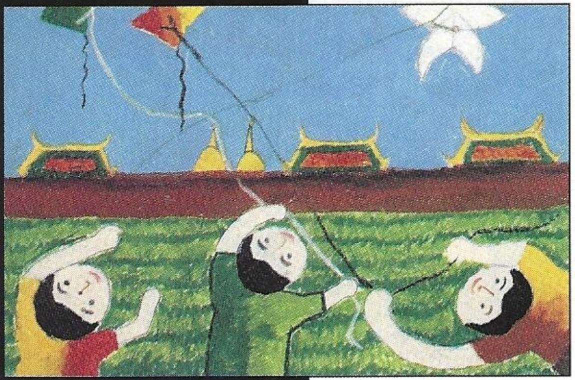
Statue of Liberty
Nunzio Mancuso, age 7
New York, New York



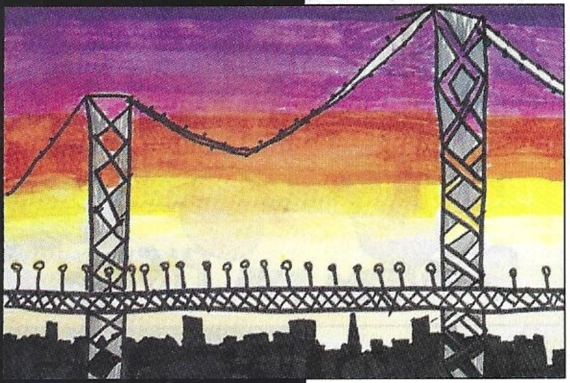
The Windy City
Danny Obeler, age 9
Chicago, Illinois



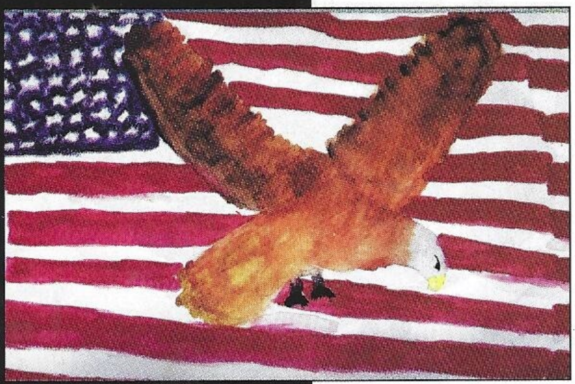
Korean Dance
Ji Ah Chang, age 11
Seoul, Korea



Kites
Charinthorn Suriyaroj, age 11
Bangkok, Thailand



The San Francisco Sunset
Grace Collins, age 9
San Francisco, California



American Eagle
Janet Lin, age 10
Los Angeles, California

tion. This poses no problem to the plane or its painted surface, but it could have caused the decals—in this case, the largest ever manufactured by 3M—to tear and come off while the aircraft was in flight. To prevent this from happening, the decals were perforated with a nearly invisible pattern of holes, much like an adhesive bandage. Then the decals were carefully affixed to the fuselage—an operation that ended up requiring more than 40 cans of edge sealant to ensure they stayed securely in place.

Finally, after long months of planning, painting and preparation, WorldPlane made its inaugural flight on March 12 from Minneapolis/St. Paul to Tokyo. For the christening ceremonies that were held earlier that morning, Northwest President and CEO John Dasburg was joined by Sheena Sood, who is the artist responsible for creating *The Minnesota Loon*, the winning WorldPlane contest entry from the Minneapolis/St. Paul area.

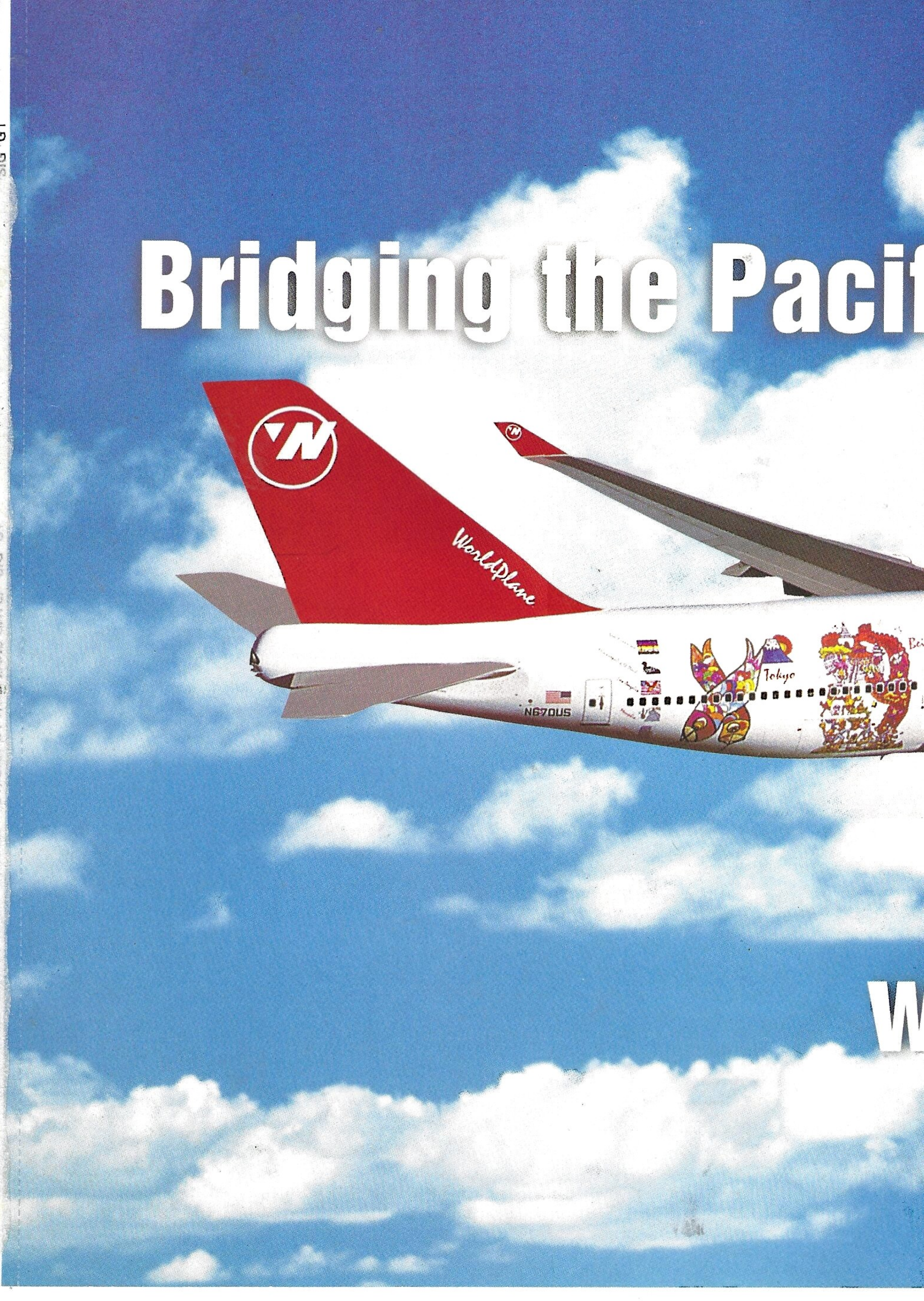
Since that initial flight, WorldPlane has made several stops, including ones in Seoul, Honolulu, Manila, Beijing and Osaka. And before the plane's year of service is completed, it is scheduled to visit most of the cities depicted by its artwork for commemorative celebrations with the children who made the whole thing possible. Meanwhile, the visibility and goodwill generated by WorldPlane continue to expand quickly. "Everyone we have talked to has just been so tickled about it," says Burroughs. "When people in an airport see it coming toward a gate, they're just glued to the windows. I believe it has generated a great deal of excitement."

Dasburg agrees: "The thing that makes our business different from others is the notion of bringing people together. And what better way to express it than through the eyes of children. WorldPlane expresses the fact that we're an agent of positive change in the Pacific, bringing peoples and cultures together. This plane will remind all of us every time we see it in the coming year how many people have worked to make the airline successful and to keep this service as attractive as it has been over these 50 years. We can look at this with great pride."

Chris Clouser's praise is just as high, if a bit more succinct: "You look at it and just go, 'Wow!'"

continued on page 100

Bridging the Pacif


WorldPlane
Tokyo
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Seoul
Jakarta
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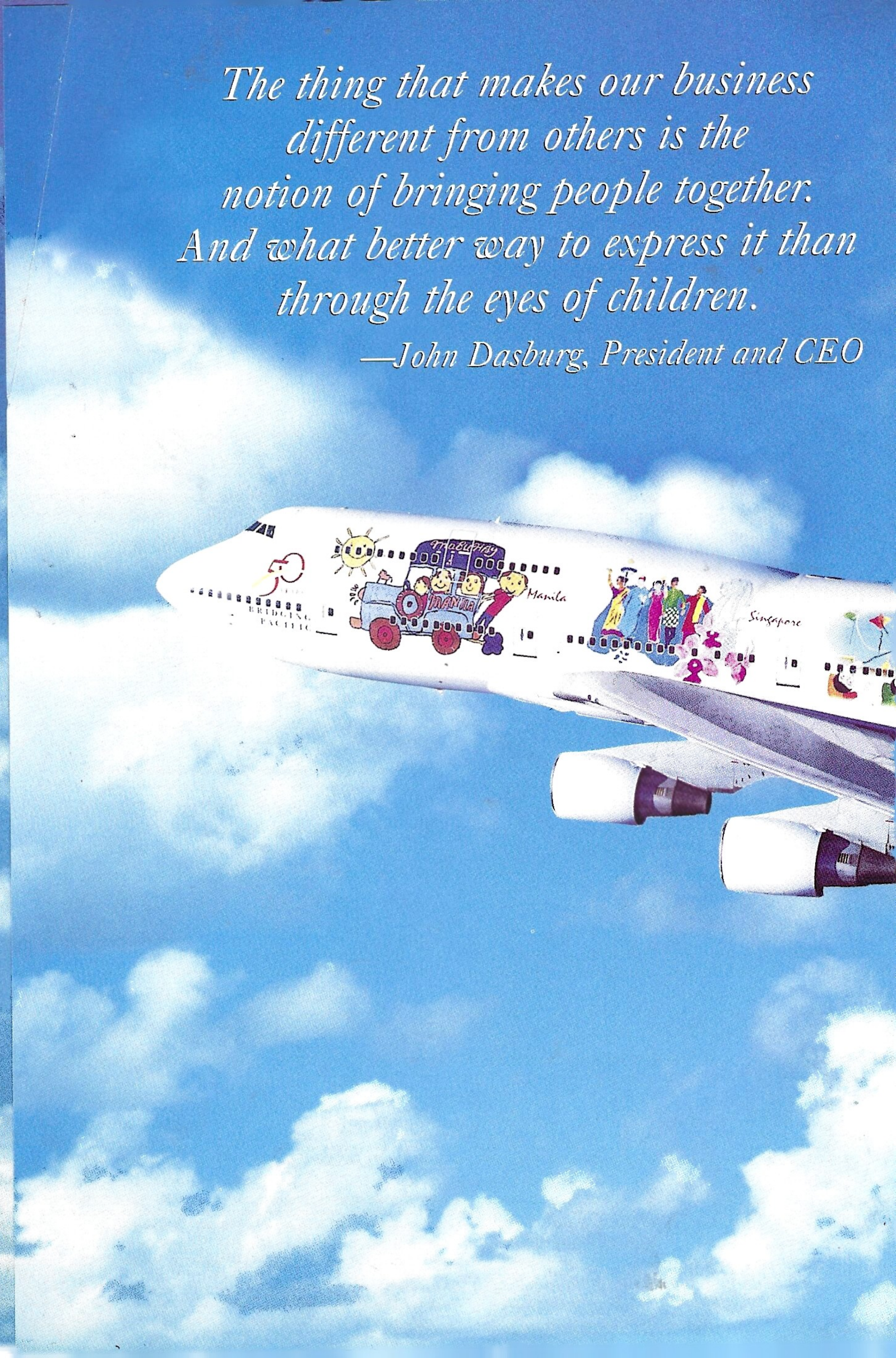
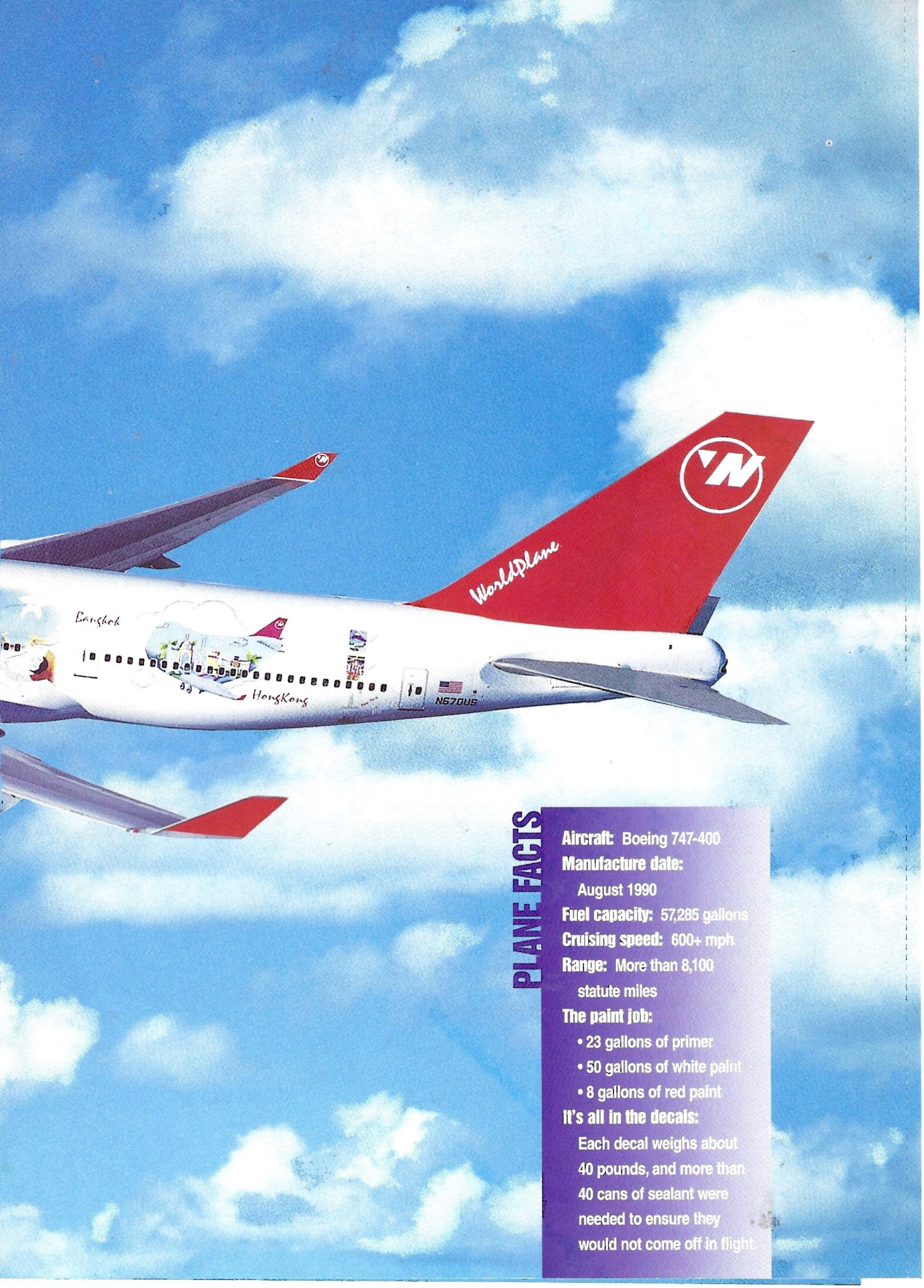
BRIDGING PACIFIC
vith high-flying art.


BRIDGING PACIFIC
Manila
Singapore

> *The thing that makes our business different from others is the notion of bringing people together. And what better way to express it than through the eyes of children.*
>
> *—John Dasburg, President and CEO*



PLANE FACTS

Aircraft: Boeing 747-400

Manufacture date: August 1990

Fuel capacity: 57,285 gallons

Cruising speed: 600+ mph

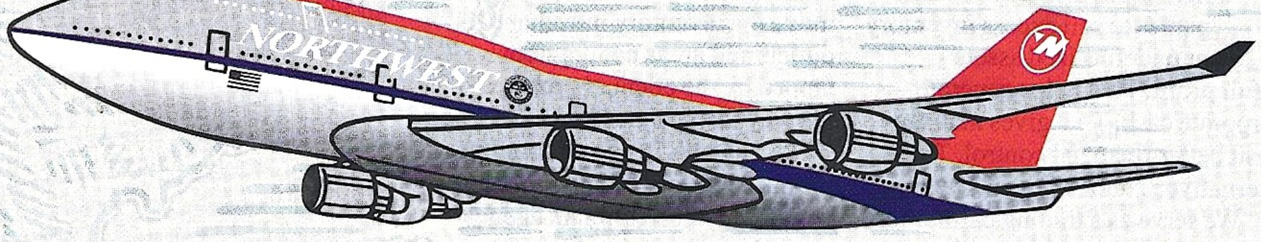
Range: More than 8,100 statute miles

The paint job:

- 23 gallons of primer
- 50 gallons of white paint
- 8 gallons of red paint

It's all in the decals: Each decal weighs about 40 pounds, and more than 40 cans of sealant were needed to ensure they would not come off in flight.

Congratulations on a half century of service to Japan



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ART TAKES FLIGHT

continued from page 98

Artist Spotlight

Meet a few of the winning artists whose creations are making the WorldPlane and Northwest's Bridging the Pacific celebration such a success.

Grace Collins, 9, has always enjoyed drawing but had never entered an art competition before. She used watercolors and markers to create *The San Francisco Sunset*, which depicts a colorful twilight against the backdrop of the city's famed Golden Gate Bridge. This win came as quite a surprise: A family friend who admires Grace's talent entered the artwork without telling her. Grace has asked that Northwest donate her $5,000 to Guide Dogs for the Blind, an organization that breeds and trains dogs specifically for the blind or visually impaired.

Esther Johanna, 10, is no stranger to art contests—the Jakarta student has won more than 100 trophies and prizes for her creations. Her entry, *Japong Dance*, depicts one of the famous dances of the indigenous people of Jakarta City—a dance that's still performed there today. Esther will present Northwest's $5,000 donation to the national Foster Parenthood Program, which provides assistance to the families of elementary-age children who are at risk of dropping out of school for financial reasons.

Charinthorn Suriyaroj, 11, hails from Bangkok. His design is called *Kites* and showcases the traditional Thai art of kite flying to represent the culture of his homeland. Charinthorn has chosen the Cardiac Children Foundation of Thailand for Northwest's donation. The organization helps needy children who live in rural areas of the country where established cardiac-care centers are unavailable. ■

Dave Kirchner is a frequent contributor to WorldTraveler *and thanks his favorite art teacher, Mrs. Stinn, for encouraging him to pursue a career in writing.*

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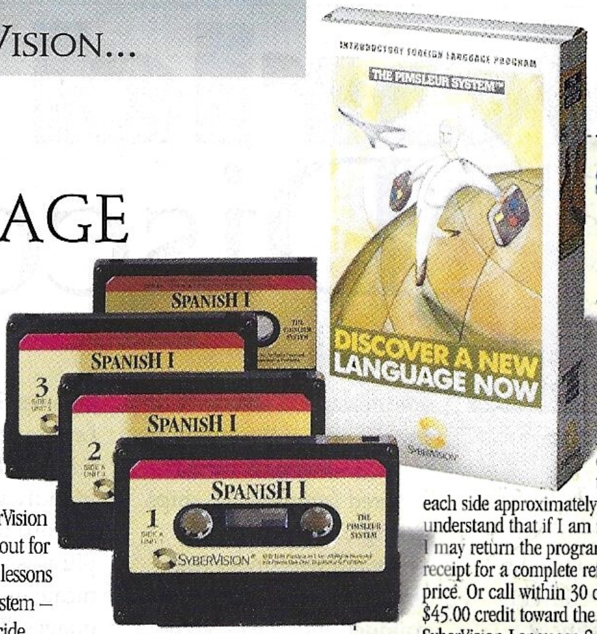

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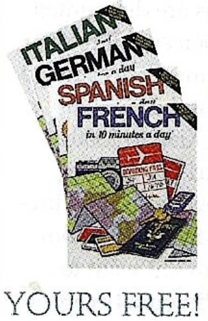

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EXHIBITS

China Cabinet

Through June 29

Your good china today may be vastly different from the pieces the Chinese began exporting in the 16th century, but the quality of craftsmanship remains the same. When Our Ship Comes In: Chinese Export Porcelain from the Hodroff Collection at the Minneapolis Institute of Arts shows the evolution of Chinese porcelain between the 16th and 19th centuries. The Chinese exported objects ranging from serviceware to decorative necessities to ornamental items all around the world. Many of the exhibit pieces were commissioned objects bearing the seal of the family's arms. Some items were recovered from sunken ships dating back to 1643. The porcelain was preserved under tea leaves that surrounded it in the cargo hold of the ship. Plan to spend an hour to see everything.

The Minneapolis Institute of Arts is free to the public and is open Tuesday and Wednesday 10 a.m. to 5 p.m., Thursday 10 a.m. to 9 p.m., Friday and Saturday 10 a.m. to 5 p.m. and Sunday noon to 5 p.m. *612/870-3131.*

These china figurines have been around more than 250 years, but will be in Minneapolis only till the end of the month.

LANGUAGES

Crammin' Time

Three days out from a business trip to Japan and you don't speak a word of Japanese? Relax. IMSI's *Easy Language: 17 Languages Edition CD-ROM* is a fast, friendly way for beginners to learn the words and phrases needed to communicate in any of 17 languages. Think of your transoceanic flight or daily commute to work as a perfect opportunity for a cram session. The program features Spanish, Italian, German, Russian, French, Greek, Danish, Dutch, Portuguese, Chinese, Korean, Thai, Indonesian, Hebrew, Arabic, English and Japanese. Commonly used words and phrases—delivered by native speaking instructors—are broken down into 20 categories. After selecting a category such as Services, you see a picture of an object, for example a telephone operator. At the top of the picture is the word in the language you are learning, at the bottom in your native language. By clicking on the picture, you will hear a voice say the word in the language you've selected. Each language contains 25,000 words and 2,250 phrases. In addition, you can learn about the culture of the country by taking a multimedia tour that contains cultural and historical facts, as well as a slide show of famous sites.

If you are connected to the Internet, you can access *Easy Language's* home page, exclusive to *Easy Language* users. The Internet site contains reports about events around the world and tourism and travel resource information with over 600 links. *Easy Language* runs $29.95 and is available at most major retailers or by calling *415/257-3000.*

LODGING

Shangri-La Found

Whether business takes you to Southeast Asia, China or Vancouver this summer, you'll find great rates waiting for you at Shangri-La Hotels and Resorts. Through October, Shangri-La's rooms are discounted up to 40 percent off regular rates. Summer prices range from $72 at the Golden Flower in Xian to $300 at the Shangri-La in Hong Kong. However, if you prefer value over the bottom line, you might want to skip the discount because though there may be no such thing as a free lunch, all of the Shangri-La's city hotels offer free breakfast—not to mention free round-trip airport limousine service, free dry-cleaning and laundry service, free local telephone calls, at-cost faxes and international direct-dialing calls and late check out to 6 p.m. for all visitors paying rack rates.

Shangri-La Hotels can be found in 10 Asian countries as well as in Vancouver. *800/942-5050.*

Hilton, Naturally

If you're planning team-building activities this year, why settle for an everyday setting when you can experience the exotic? Conduct business, enjoy outdoor activities and participate in Outward Bound-type land and water survival courses, a ropes course and other training programs at the Hilton International Batang Ai Longhouse Resort on the island of Borneo in Malaysia. The Longhouse is adjacent to Batang Ai National Park and surrounded by rain forests.

The Longhouse offers standard guest rooms and duplex suites arranged in traditional longhouse blocks with all the modern amenities you'd expect from a Hilton property. In addition, you and your group can take part in a number of outdoor pursuits including mountain biking, jungle trekking and river rafting. Rack rates run about $75 for a double room, $100 for a double suite. For reservations call *800/HILTON* from the U.S. *or* phone the Longhouse directly for package rates and information at *60 0 83 584388.*

It really is a jungle out there for guests taking walks in the rain forest at the Hilton International Batang Ai Longhouse Resort.

BOOKS

Postflight Intelligence

With your car safely ensconced in long-term parking at your local airport, the long flight behind you and a full schedule ahead, the only thing left for you is to determine how you're going to get from the airport to your hotel or business meeting. There are the standard choices—taxi, hotel shuttle, rental car, limousine and the occasional air taxi—but how do you know which is most cost effective and appropriate for your destination? Salk International has the answer. They've done all the research for you and assem-

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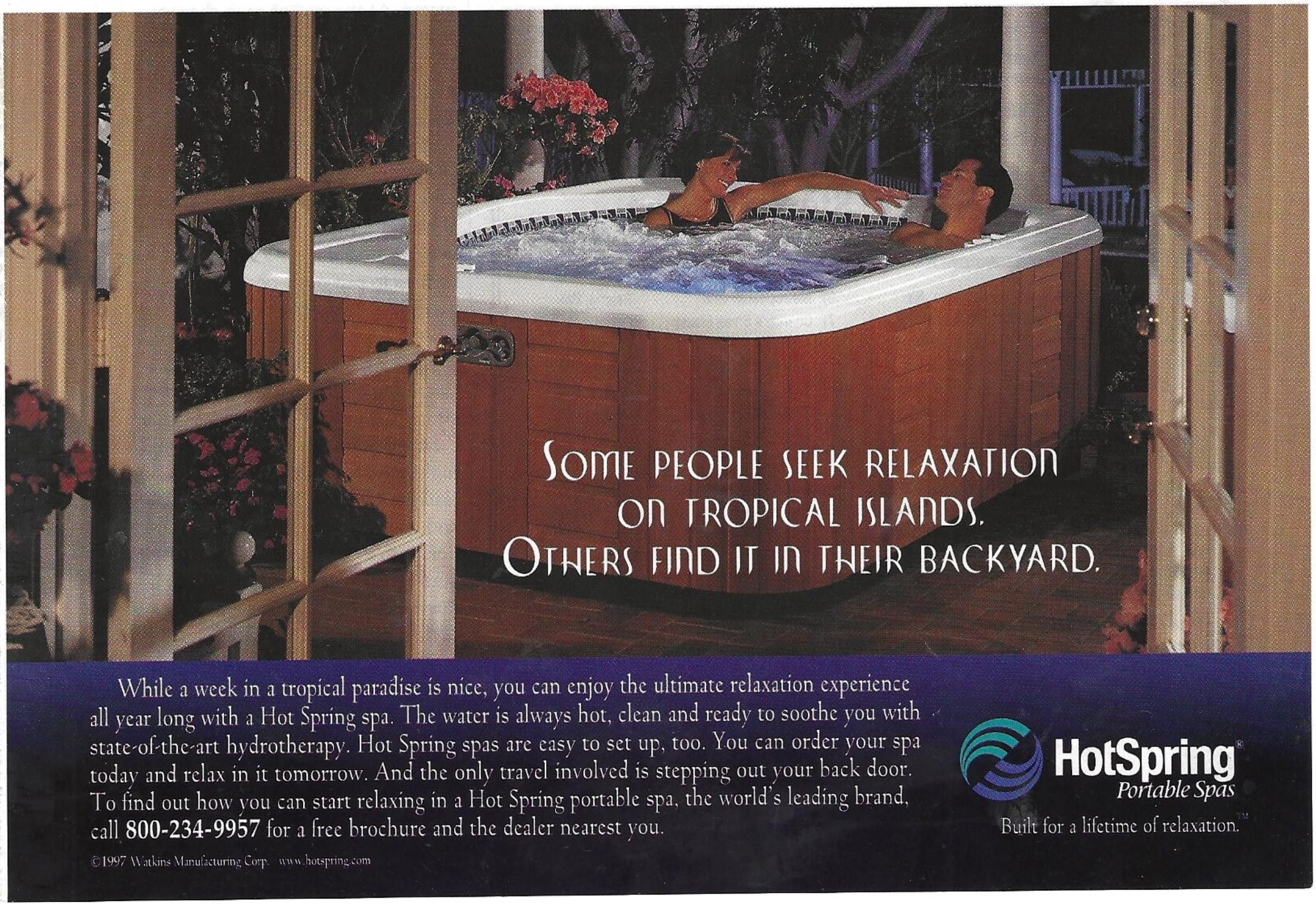
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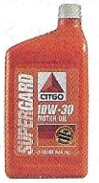

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4)	Gallaghers Steakhouse	New York, NY
5)	L.G.'s Prime Steakhouse	Palm Desert, CA
6)	Metropolitan Grill	Seattle, WA
7)	Charley's Steak House	Orlando, FL
8)	Manny's	Minneapolis, MN
9)	Sam and Harry's	Washington, D.C.
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10)	Brooks Steak House	Denver, CO

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continued from page 103

bled it into one book, *1997 Salk International Airport Transit Guide.* This 16th edition of the guide features information on 432 airports worldwide. Find out the distance to the city from the airport, transportation charges in local and U.S. currency along with money-saving information, such as sometimes it's better to have limo service than a rental car because of parking problems downtown. The guide runs $8.95. To order: *800/962-4943.*

Who's in Charge Here?

In today's uncertain business world, it is up to you to make sure you stay employable. You have to continue to move forward on your own, network and reach goals you set for yourself.

These are courses of action Susan Bixler and Lisa Scherrer, authors of *Take Action!*, recommend to people trying to move forward in their careers. The book offers 18 strategies for advancing in today's business world. At the end of each chapter, suggestions are given to help you put the ideas to use. The authors advise you to use your time in the air to continue your professional education. This could include reading, studying your competition, listening to tapes or working on software tutorials. When you fly, your time is virtually interruption free—no ringing phones or fires to put out—because you are literally above your problems.

Accomplish the things that get pushed aside in the office such as preparing e-mail, updating to-do lists, strategic planning and forecasting.

Scherrer advises, "Take advantage of flight time to practice communication skills that are pertinent in good selling and networking. Engage in conversation with the individuals sitting next to you. Be open to learn about other industries, selling, marketing and ways of doing business."

Take Action! retails for $12.95 and is published by Fawcett Columbine, a division of Random House. You can find it at your local bookstore. For more

continued on page 105

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information or to talk with the authors: *770/953-1653.*

FYI

One Ringy-Dingy

You've planned your business trip down to the tiniest detail, but once you reach Tokyo, you need an extra day, so you have to make umpteen phone calls to change your entire schedule. Then, in Hong Kong, you wind up things faster than you expected, so again you head to the nearest phone. Now, calling all those numbers can be unnecessary.

Universal International Freephone service will allow you to dial just one toll-free number to reach businesses from virtually anywhere in the world. The new numbers will be similar in format to the U.S. toll-free numbers, beginning with 800, but followed by eight digits instead of the usual seven.

Communications carriers already are taking applications for the universal free phone service. Patricia Sieh, spokesperson for AT&T, recommends you apply as soon as possible if you are interested in vanity numbers. She also suggests you consider cultural differences when choosing a number. "Less than half the phones around the world have alpha-numeric keypads, so spelling words might not work well. Also, in Asia, some numbers are considered lucky and unlucky. Eight is a lucky number, while four is unlucky."

For more information or an application, contact your AT&T account representative.

MUSIC

Tour de France— and Other Places

One of the premier professional singing groups in the U.S.—the 24-voice Ensemble Singers of the Plymouth Music Series of Minnesota—will make four major European stops this month. Conducted by Philip Brunelle, the group will appear at the Prague Spring Festival—the first U.S. vocal group ever invited—June 1, London's Covent Garden Festival June 3,

continued on page 106

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the Foire St. Germain in Paris June 4 and outside Brussels at the Flanders Festival in Kortrijk June 9.

TRAVEL

Electronics Surveillance

Electronic reservation systems, ticketless travel and widespread Internet access have streamlined many travel professionals' responsibilities. "Many of the old processes that use paper products are being replaced," says Craig Lanza, marketing editor for Runzheimer International, a Wisconsin-based management consulting firm, and author of the latest *Survey & Analysis of Business Travel Policies and Costs—8th edition.* Lanza's survey, mailed to randomly picked travel professionals throughout the United States, asked respondents to identify which systems they used to obtain information in travel products. Of the 282 travel managers, 67 percent use the fax. Voice mail is employed by 35 percent, and 28 percent regularly send and receive e-mail. In addition, 12 percent log on to online services.

In the future, 54 percent of the respondents foresee more frequent use of computers to cull information and make reservations. Runzheimer International anticipates more companies automating the expense reporting process. The complete survey is available through Runzheimer and runs $345. To order: *800/558-1702 ext. 2404.*

Native Customs

If you don't know what can and cannot be brought back into the U.S. after a trip abroad, you'll soon be able to find out before you leave home with a touch of a button at kiosks in major airports, including the Northwest hub in Detroit. The U.S. Customs Service placed trial kiosks at DFW and Dulles airports to educate travelers and prevent unnecessary complications upon reentry. Previously, flyers were given baggage declarations by airlines on flights into the United States—too late for those who had already purchased restricted items.

The new kiosks will be in the Miami, Chicago, Boston, Philadelphia, Newark, Houston, Detroit, Los Angeles, San Francisco and San Juan airports. By touching a button on the screen, you designate which country you are flying to, and a printout the size of your ticket jacket will give you the exemptions you're entitled to upon your return home. For additional information the kiosk also will refer you to brochures that can be found on the side of the stand. For more news, check out the Customs web site at *www.customs.ustreas.gov.*

BUSINESS

Fax Marketing Facts

If you use fax marketing to alert potential customers about new items or sales, you need to be aware of the Telephone Consumer Protection Act of 1991 (TCPA). "This law is most often translated to: You cannot fax something to everyone, everywhere," says Maury Kauffman of the Kauffman Group, a consulting group specializing in enhanced fax technology. "Fax

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marketing can be an effective tool for business-to-business direct marketers," says Kauffman. Here are some suggested guidelines for productive fax marketing:

- Do not use fax broadcasting for prospecting or shotgun marketing. Never send advertisements to people or businesses that don't know you, or where you don't have a relationship.
- Do use your fax for talking to existing base clients or for turning leads into customers.
- Do use in a closed business-to-business audience. For example, cruise lines faxing to travel agents is appropriate, but faxing to individuals would not be.
- Do add the message "If you want to be removed from our fax distribution list, call us" to your fax.
- Do keep an internal Do Not Fax list.

Copies of the TCPA are available for $42.50 from the DCC, the federal government copy center. To order: *202/452-1422.*

Toll Boost

Readers who spend a lot of time in their car for business-related tasks, take note. The Internal Revenue Service has increased the per-mile driving rate for 1997 from 31 to 31.5 cents. According to Larry Snyder, Director of Business Development for Runzheimer International, the company responsible for developing this nationwide average, the amount is based on the cost of owning and operating a vehicle, insurance, license and registration fees, taxes, gas, oil, tires, maintenance and depreciation. The increase is due to rising gas prices as well as higher insurance premiums and depreciation costs. Runzheimer has determined the rate for the past 17 years. Continued rising driving costs have necessitated an increase nearly every year. For more information: *800/558-1702.*

RESTAURANTS

Fine Eats, Good Music

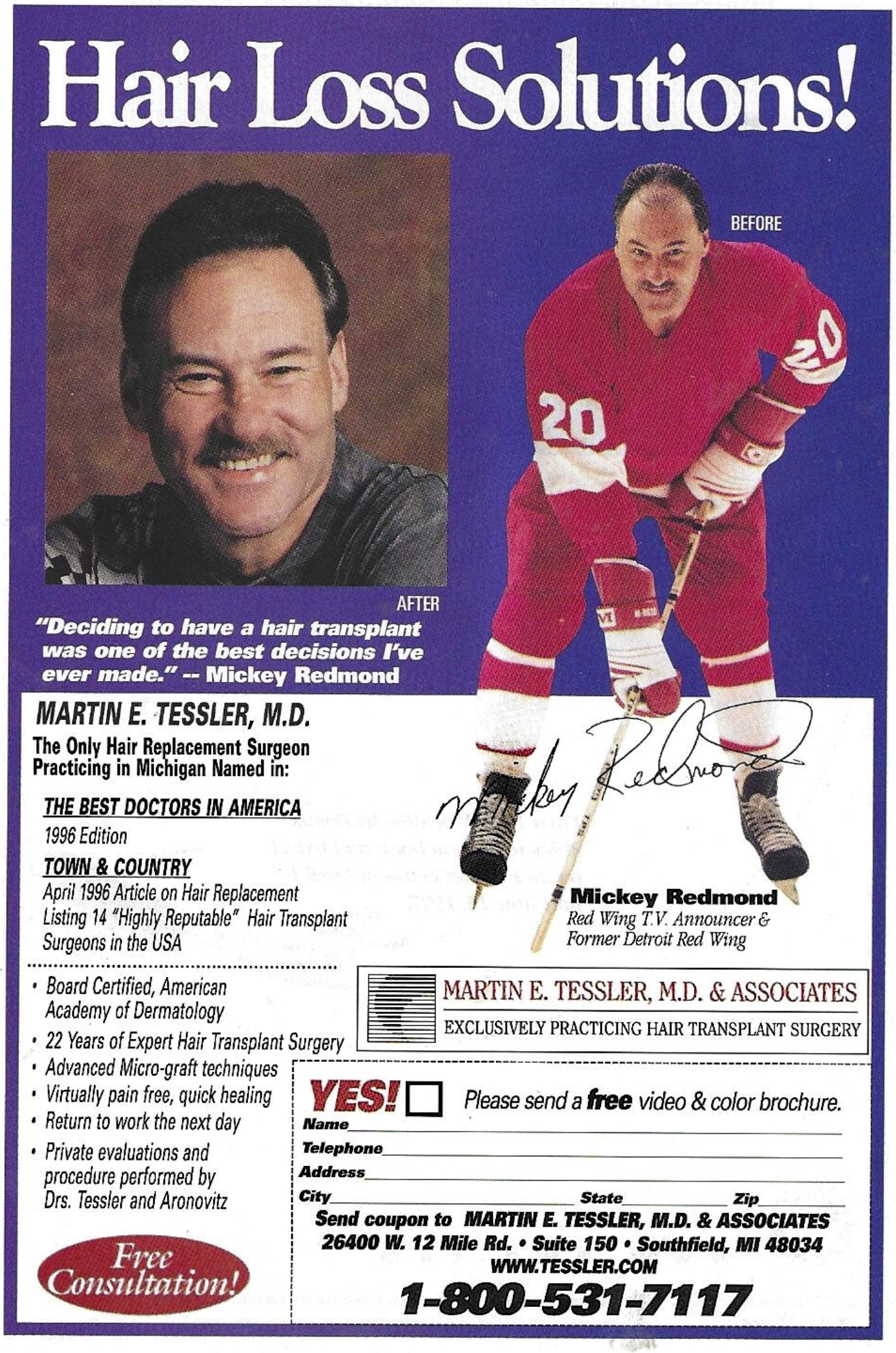
It may seem as if you've walked back into the '40s when you enter Ed Sullivan's Restaurant and Nite Club in New York City. As you enter, you're greeted with an elegant mix of beveled mirrors, a mahogany bar and 30-foot ceilings. Walk up the staircase to the main dining area and you're reminded of the glamour of the Stork Club or El Morocco in their heyday, with Hollywood round booths, banquette seating and a separate bar.

The menu serves up steaks, chops, pastas, seafood and homemade desserts. The restaurant's midtown location and a pretheater prix fixe menu ($21.95) make the establishment popular with theatergoers.

Ed Sullivan's also sports live jazz Tuesday through Saturday. The bands start at 8 p.m. on weekdays, 9 p.m. on weekends. During the week the music tends to be on the cooler side. On weekends things pick up and a major party carries on until the wee hours.

Sullivan's is open for lunch Monday through Friday noon till 3 p.m. Dinner hours are 5 to 11 p.m. Monday through Thursday and 5 till midnight Friday and Saturday. Closed Sundays. Reservations are recommended: *212/541-1697.* ■

—Kristi Abuhl



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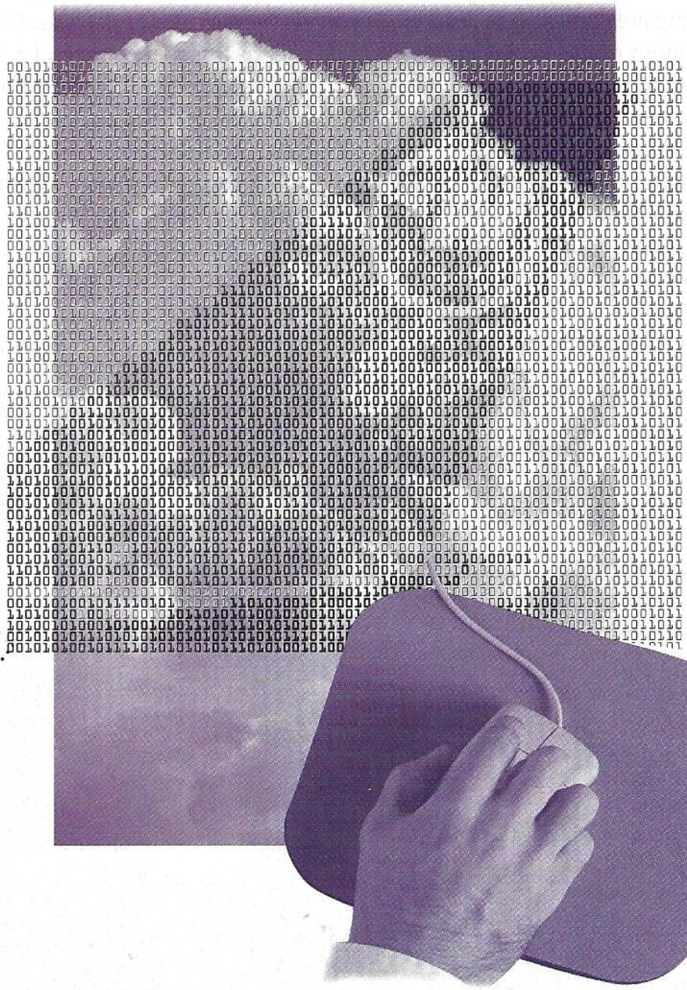

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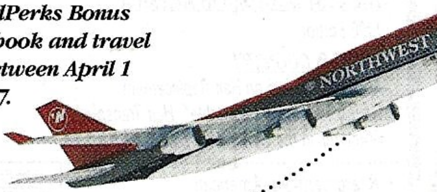

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CLEANSING THE SPIRIT

continued from page 72

enough to use as perches. Women also have a newer, separate bath. The water at Hoshi, rich in calcium and sodium sulfate, isn't very hot. Bathers typically stay immersed for 15 or 20 minutes before cooling off for a few minutes and resubmerging.

The atmospheric oldest part of the inn (*honkan*) has no private toilets. Newer annexes provide more amenities. The surrounding mountains of Gumma prefecture offer skiing in winter and extensive hiking trails in other seasons—some lead to other hot springs. ***Shima Onsen***, an old-fashioned spa for healing and rest, requires a six-hour walk across the mountains, but might be worth a visit.

The following prices, calculated at $1 equals 123 yen, are per person and include breakfast and dinner unless otherwise noted, but not taxes or service fees:

Chojukan, Nagai 650, Niiharu-mura, Tone-gun, Gumma-ken 379-14; 0278-66-0005, fax: 0278-66-0003. $138–$195.

- ***Kajika-an,*** in Nanadaru Onsen on the Izu Peninsula not far from Tokyo, expanded a few years ago from a restaurant to a tiny inn. *Nashimoto 471-1, Kawazu-machi, Kamo-gun, Shizuoka-ken 413-06; phone: 05583-6-8311, fax: 05583-6-8312.* $163–$179 and up.

- ***Iwanoyu,*** at Sen'i Onsen in Nagano prefecture, features baths in a series of dimly lit caves—romantic and evocative. Great food, but not for the claustrophobic. *Sen'i Onsen, Suzaka-shi, Nagano-ken 382; phone: 026-245-2453, fax: 026-248-0047.* $146–$179 and up.

- Yufuin, in Oita prefecture in northern Kyushu, in spite of being a highly developed hot spring resort, maintains its lush charm with several traditional and appealing inns—two in the luxury category and one more modest.

Kamenoi Besso, *Yufuin-cho, Oita-ken 879-51; phone: 0977-84-3166, fax: 0977-84-2356.* $244–$423.

Yufuin Tamanoyu Ryokan, same address; *phone: 0977-84-2158, fax: 0977-85-4179.* $309–$366 and up.

Sanso Yamashige, *Dakemoto, Yufuin-cho, Oita-ken 879-51; phone: 0977-84-3650.* $81–$98, price includes tax and breakfast but not dinner.

- ***Azabu Juban Onsen*** is on the third floor of a Tokyo building, which houses a public bath, ***Koshinoyu,*** on the ground level. In a homey area near Tokyo's trendy Roppongi section, the natural mineral baths and steam room in spartan but clean surroundings cost $10; 11 a.m.–9 p.m. *Azabu Juban 1-5-22, Minato-ku, Tokyo 106; 3-3404-2610,* Koshinoyu: $2.50, 3–11. Both closed Tuesday. ■

Amanda Mayer Stinchecum has dipped into hot springs and public baths in Japan since 1972. As a historian specializing in Japanese and Okinawan textiles, she is immersed in many things Japanese.

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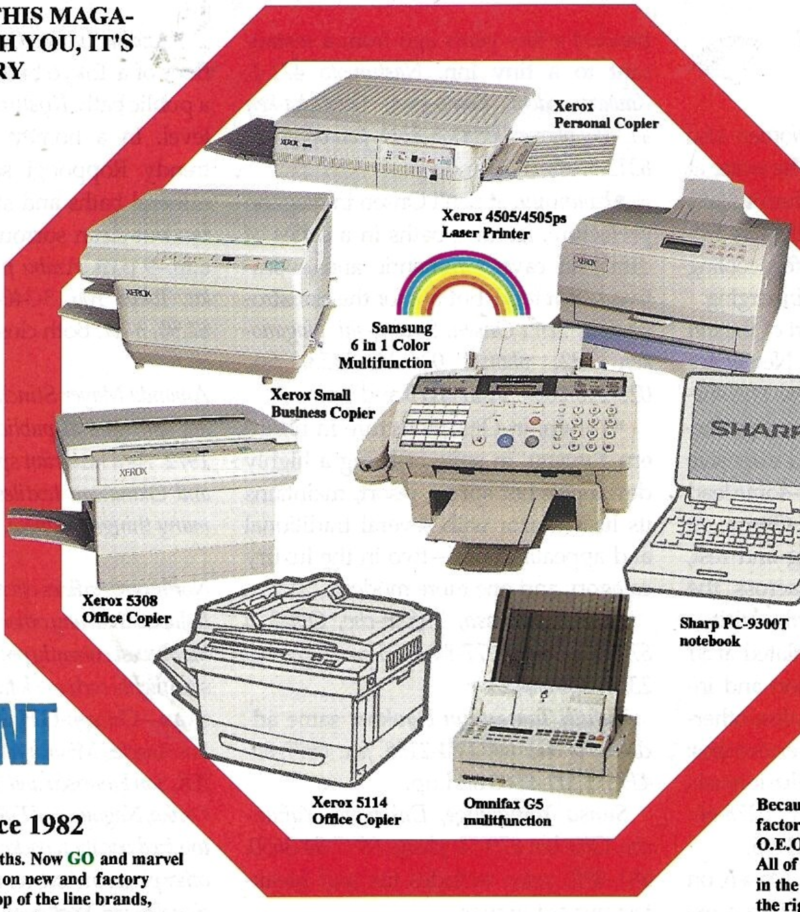

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says. He explains that China's policy toward joint-venture domestic manufacturing requires that the overseas partner share emerging technologies.

"They are tough. They don't need your help to build TVs so you can sell them there. China wants your best technology so they can sell it at home and also build it for you. Actually, it's pretty much the same story in India and Indonesia. They want digital," Clayton says.

He explains that it's difficult to market in any of these nations unless the products are made locally. "And the best way to get in is to introduce the technologies they need." That includes digital, for communications.

"All of these countries have huge land masses or, in Indonesia's case, thousands of islands spread out over great distance. You are not going to cable these countries for TV," Clayton says. "Digital satellite can do the job. These countries won't have to wait as long for technology in the digital world as they did for analog products."

Is the work force and know-how available? Absolutely, says Clayton. "India in particular has significant advantages. There's a high percentage of higher education, English is widely spoken and, already, there's very strong programming and software capability in place," he says. "And in digital technology, software expertise is going to be extremely important going forward." ■

For more information, call Acer *(800/558-ACER)*, Brother *(888/773-9585)*, Casio *(201/YO CASIO)*, Fujitsu *(800/866-8608)*, JVC *(800/252-5722)*, Mitsubishi *(800/332-2119)*, Oregon Scientific *(800/853-8883)*, Panasonic *(800/222-4215)*, Samsung *(800/SOSIMPLE)*, Sansui *(408/988-2831)*, Sharp *(800/BE SHARP)*, Sony *(800/222-SONY)* and Toshiba *(800/631-3811)*.

Stephen A. Booth writes on all aspects of technology for Northwest Airlines WorldTraveler. *He is senior editor of* Television Digest, *a weekly trade newsletter and a contributing editor to* Popular Science *magazine.*

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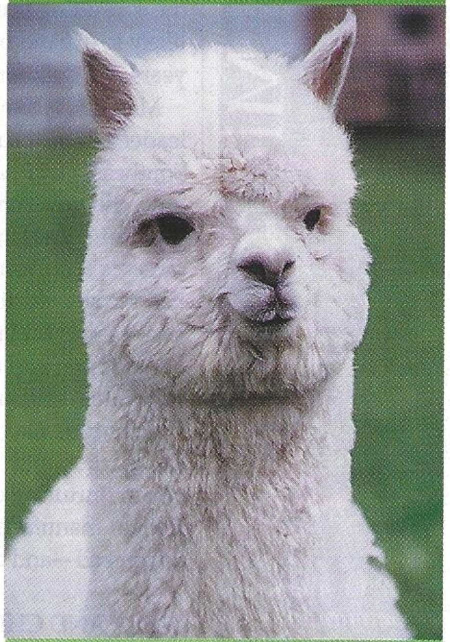

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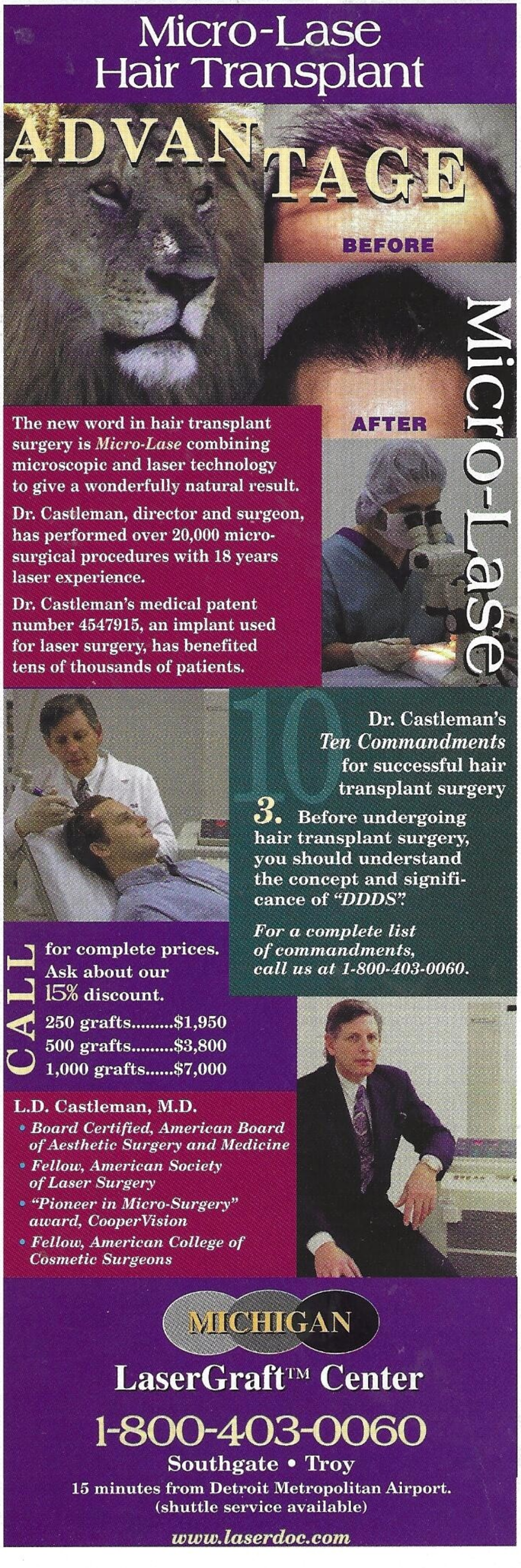

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continued from page 41

decades of war, it has few roads and little money to build new ones. Most of its consumers can barely afford bicycles. Yet Vietnam is attracting a flurry of automotive investments, with companies like Daewoo and Ford putting up a number of modest new parts and assembly operations. According to the consulting firm Autofacts, Inc., automotive production is likely to expand by as much as 700 percent over the next five years, the bulk for foreign consumption.

Malaysia is likely to post similar growth. But the country's leaders have charted a very different course from their Southeast Asia neighbor. In this carefully controlled economy, the government is trying to nurture two national car programs. The largest is Proton, and its long-term production target is a million units a year. Pragmatically, the company has recognized the difficulty of going it completely alone, and it relies on Japanese affiliate Mitsubishi for much of its basic design and engineering work. But like Korea, the goal is eventual self-sufficiency.

Countries like Thailand, Southeast Asia's strongest new car market, and the Philippines are seeking a balance between nurturing domestic business interests and welcoming foreign manufacturers. It is a tight walk, but investors seem impressed—and eager to spend.

INDIA AND CHINA HOLD HUGE POTENTIAL

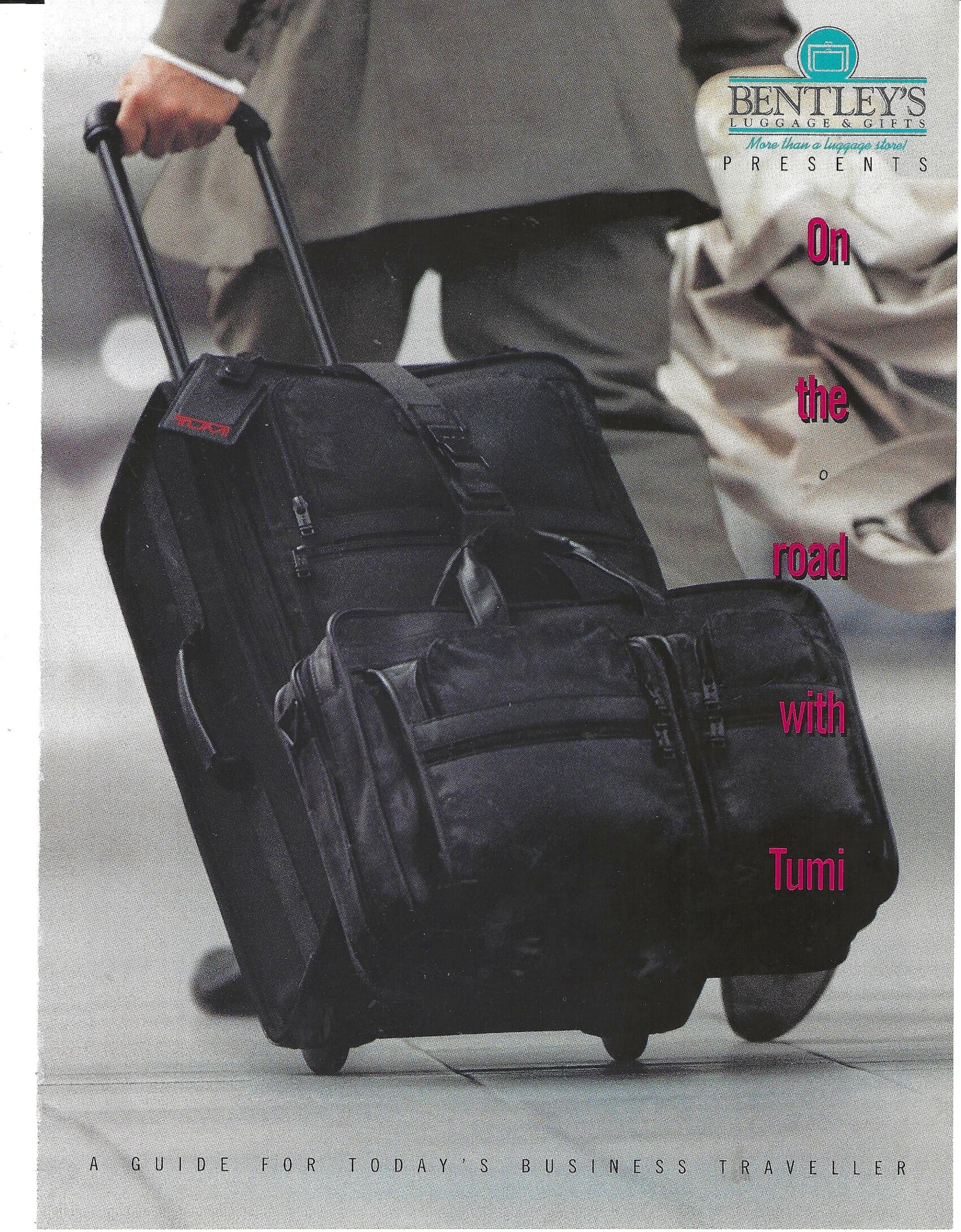
But the big dollars are being earmarked for Asia's two waking giants, India and China. Today, they both are barely blips on the global automotive production charts. Yet if current projections are on target, they eventually could become two of the largest new-car markets on the planet. In the short-term, India seems likely to post the faster growth. There is a sizable middle class, many of whom have been educated abroad. And as the government begins to relax its restrictions on outside investment, automakers from around the world have been lining up to bid on new projects.

China, though, is the brass ring. According to Parolini, the country's assembly lines could be building as many as 10 million cars a year within a decade, a nearly 12-fold increase. But not everyone agrees. The country currently has little in the way of an automotive infrastructure. There only are a few short superhighways, and many rural villages are served by little more than tracks. But that isn't dissuading many investors.

General Motors has just inked an agreement with Shanghai Automotive Industry Corp., China's second-largest automaker. The two partners plan to invest $500 million each in a production complex including engine and transmission plants and an assembly line. The facility will be able to produce 100,000 midsize Buick sedans annually.

They'll be far too expensive for the average Chinese wage earner, admits GM's Mike Meyerand. The joint venture will primarily serve government and corporate fleet customers. But several automakers are working on products designed for the country's newly emerging middle class.

continued on page 113



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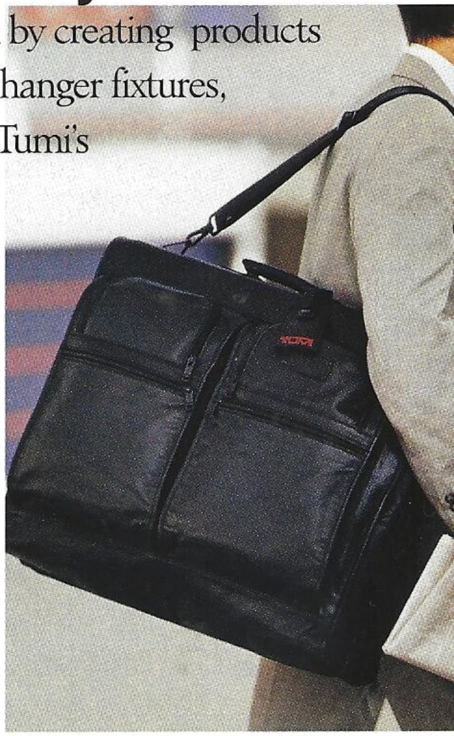
PRESENTS

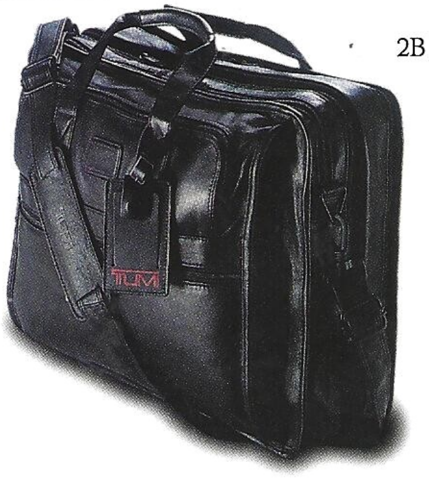
On the road with Tumi

A GUIDE FOR TODAY'S BUSINESS TRAVELLER

Whether it's crosstown or across the country the number one rule of the road is: be prepared. Tumi prepares you for any situation by creating products that truly make travel easier. Push-button handle releases, patented hanger fixtures, easy-access U-zip pockets and in-line skate wheels are just a few of Tumi's trademark features.

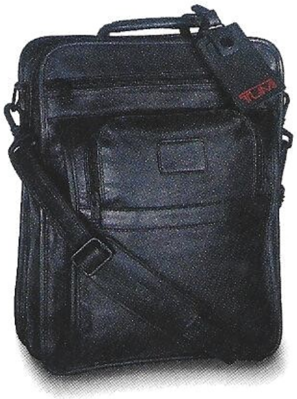


2A DELUXE EXPANDABLE BRIEF
The main section of this hardworking case expands for 50% extra capacity. Rear accordion divider section. Outside U-shaped pocket, organizer and ticket pocket. Back zip pocket.
17 1/2" x 12 1/2" x 5" (7" expanded)
Napa leather: $395
Ballistic nylon: $250

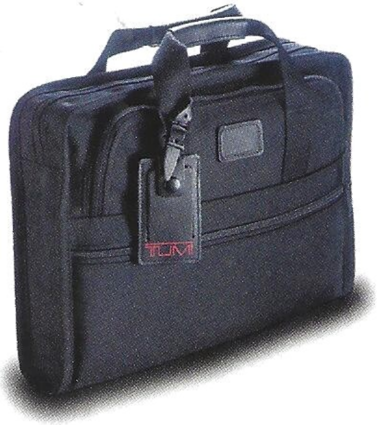


Expands 2"

2B DELUXE GARMENT BAG
A standard for the business traveler, this garment bag has three large outside gusseted pockets and holds enough for up to two weeks of travel.
24" x 42" x 3 1/2"
Napa leather: $695
Ballistic nylon: $465

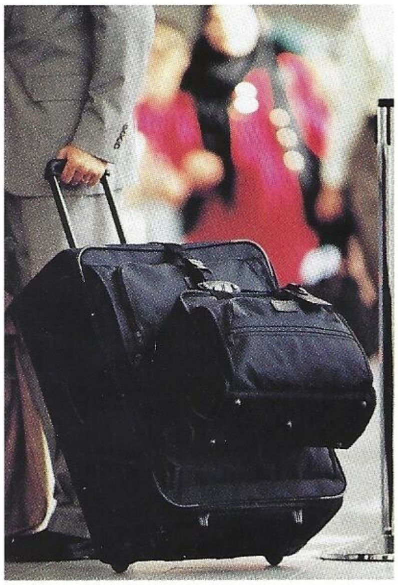


2D LARGE EUROPEAN TRAVEL TOTE
A versatile tote that doubles as a vertical business case. Roomy main compartment, rear section, two outside zip pockets.
11 3/4" x 15" x 5 1/2"
Napa leather: $375
Ballistic nylon: $195



2C SLIM PORTFOLIO BRIEF
This streamlined brief features an easy-access opening to the main section. Large outside U-shaped pocket and ticket pocket. Interior organizer and accessory pockets.
16 1/2" x 11 1/2" x 2 1/2"
Ballistic nylon: $125

2E ACCESSORY SATCHEL
This modern beauty case features numerous pockets, bottle loops and vinyl-lined snap out cosmetic bag.
15" x 11" x 8"
Napa leather: $395
Ballistic nylon: $195



2F WHEEL-A-WAY 26" SUITER PACKING CASE
Great for longer trips, this case holds up to two suits in a zip-out suit compartment. Folded clothes, shoes and accessories fit in large packing area.
20" x 26" x 12"
Ballistic nylon: $595

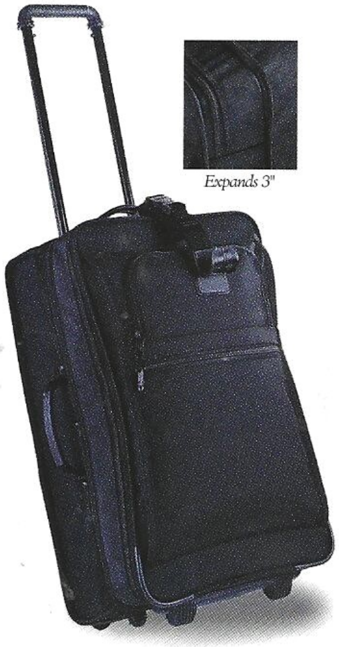
2G BOARDING TOTE
The perfect in-flight companion, this tote has two interior compartments, plus large outside gusseted pocket.
16" x 12" x 8 1/4"
Ballistic nylon: $195
Napa leather: $375

2H WHEEL-A-WAY DELUXE GARMENT BAG
Both women and men appreciate this very roomy extended length garment bag for carrying dresses, coats and up to five suits.
24" x 50" 3 1/2"
Ballistic nylon: $695

Cover photo: 1A WHEEL-A-WAY™ 22" CARRY-ON WITH SUITER 14" x 22" x 10"
Ballistic nylon: $495; Napa leather: $795 (Shown with Expandable Organizer Brief, 3C.)

3A WHEEL-A-WAY SOFT EXPANDABLE CARRY-ON

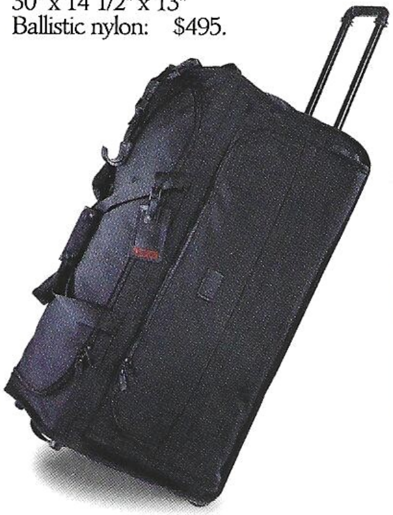
You can always add a few last-minute items to this carry-on. Front section expands a full 3". Roomy main packing section with removable interior compartment.
14" x 22" x 10" (13" expanded)
Ballistic nylon: $475



Expands 3"

3B WHEEL-A-WAY 30" DELUXE DUFFLE

Ideal for skiers, students or when traveling abroad. Just load it up with all your bulky clothing and gear and wheel it anywhere.
30" x 14 1/2" x 13"
Ballistic nylon: $495.



3C EXPANDABLE ORGANIZER BRIEF

This "holds everything" brief has a main section that expands by 50%. The two outside U-zip pockets are perfect for organizing all of your accessories.
17" x 12" x 5" (7 1/2" expanded)
Napa leather: $395
Ballistic Nylon: $250

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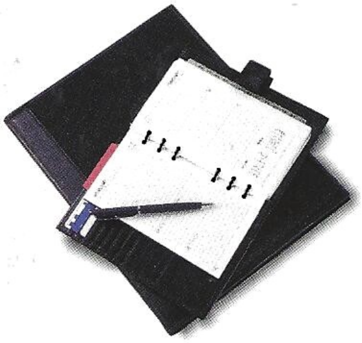

4A BALLISTIC DELUXE LETTER PAD

Perfect for meetings and seminars, features premium grade writing tablet, large pen sheath and several pockets.
10" x 12 5/8" $115

4B BALLISTIC 6-RING AGENDA WITH CLOSURE

Keep track of everything with this organizer: dates, addresses, expenses and notes.
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4C BALLISTIC WALLET WITH DIVIDER

A classic design with eight credit card slots and two bill sections.
4 5/8" x 3 1/2" $35

4D MODERNIST ULTIMATE TRAVEL ORGANIZER

Ideal for international travel: holds passport, travelers checks, airline tickets, credit cards, foreign currency.
4 7/8" x 9" $120

4E MODERNIST DELUXE HIPSTER

This clean, simple wallet design has 12 credit card slots and tall bill compartment.
4 1/4" x 4 5/8" $62

4F BASIC TRAVEL KIT

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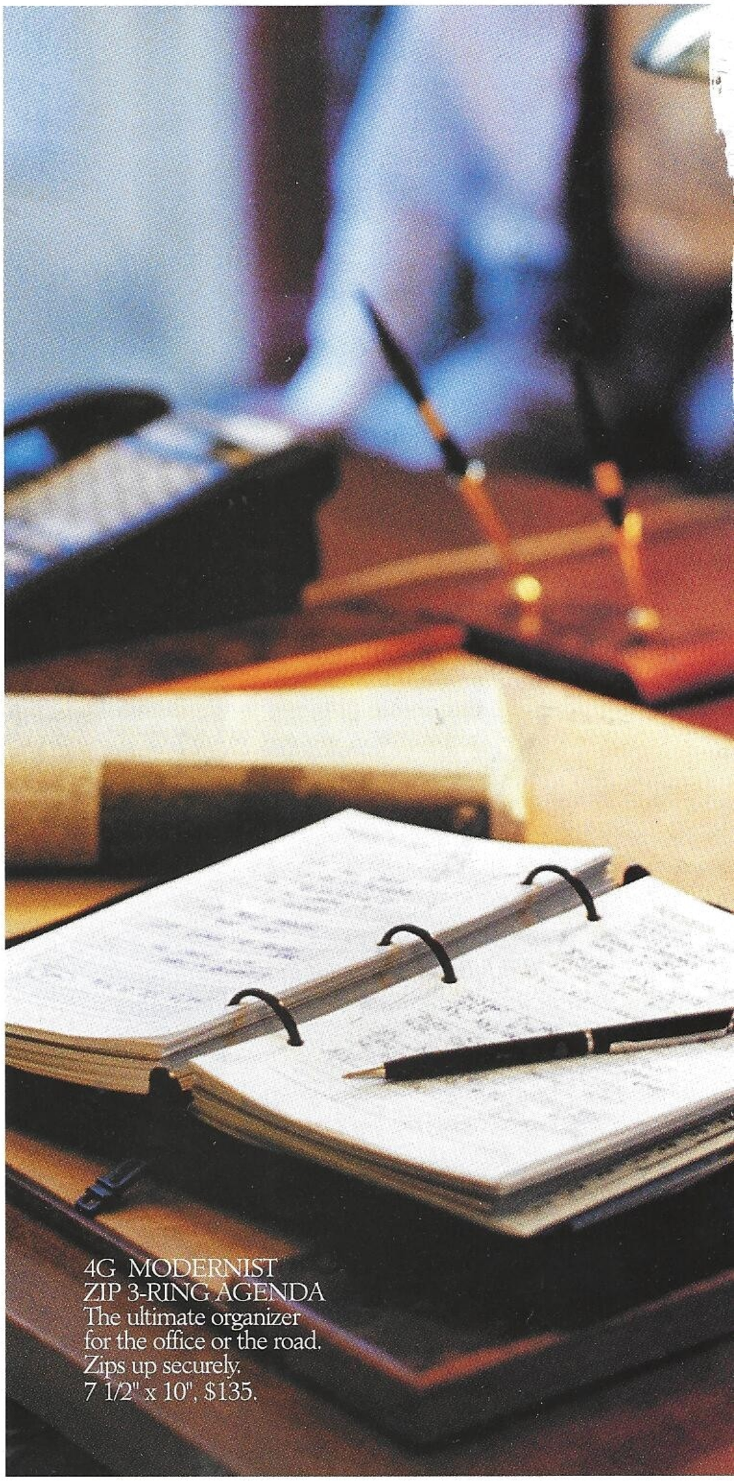
Napa leather: $100
Ballistic nylon: $65



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continued from page 112

The so-called China Concept Vehicle (see page 40) is cheap, small and offers a minimum of creature comforts, yet it has the potential to become one of the world's best-selling automobiles. At least that's the thinking at Chrysler Corp. The CCV is a pint-size prototype that could give the automaker a foothold in some of the world's largest emerging auto markets—if it ever goes into production.

"We're looking for something between a bicycle or a motorcycle and the smallest cars on the road today," explains Chrysler's top designer Executive Vice President Tom Gale. If the CCV hits its target, it would be produced for at least a third less than the cost of the cheapest comparably sized products on the road today. And as China's economy grows, it could become as ubiquitous as the old Volkswagen Beetle.

Economics, politics and plenty of uncertainties cloud China's crystal ball. And the same can be said about a number of other emerging Asian auto markets. Still, that misses the point. Whether it takes 10, 15 or 20 years for the area to achieve its potential, the simple fact is that as far as the auto industry is concerned, the future is in Asia. ■

Paul A. Eisenstein of The Detroit Bureau writes on all aspects of the automotive industry for Northwest Airlines World-Traveler *magazine and can be reached at www.thecarconnection.com.*

Answers to crossword puzzle on page 42.

■	A	S	S	■	■	A	N	N	S	■	C	A	N	E	D	■	H	A	N	■
A	S	T	I	■	D	R	I	F	T	■	A	R	O	S	E	■	A	P	E	S
L	Y	O	N	■	Y	E	L	L	O	W	R	I	V	E	R	■	W	R	A	P
B	O	R	G	■	E	N	E	■	P	I	L	E	■	■	■	H	A	I	L	E
S	U	M	A	T	R	A	■	M	O	R	O	S	E	■	C	O	I	L	E	D
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R	O	A	R	■	T	R	U	E	R	■	D	I	T	T	O	■	I	V	A	N
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S	P	Y	■	P	O	O	H	■	T	A	M	E	R	■	S	H	E	R	P	A
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C	A	V	E	A	T	■	A	L	I	C	E	■	S	L	A	Y	■	T	I	C
O	C	E	A	N	■	S	C	E	N	E	■	F	L	I	T	■	L	O	C	H
S	T	A	R	■	S	E	I	N	E	■	P	L	A	N	E	■	I	D	E	A
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R	A	G	U	■	T	I	B	E	T	■	U	S	E	R	S	■	U	S	A	F
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continued from page 160

However, DV is still very expensive, and not until the price of the camcorders and the tape come down will we see a major shift to the new format.

Q *Lately, we've been hearing a lot about convergence products and digital information. With everything becoming digitized, it would appear that some superformat could be used to record everything—music, video, computer data.*

A We're watching trends in recording carefully. Considering the recent history of both digital technology and the convergence of audio, video and data in the living room and home office, it's not inconceivable we may one day use a single type of digital medium to record them all. Today, with CD-R [recordable compact disc] that is already possible, and its tremendous and growing popularity attests to the need for a unified digital medium. But there are many other types of recording technologies being developed around the world. Who knows, perhaps in the latter part of the next century we will all be using inexpensive solid-state or holographic-memory devices.

Q *What is the state of the CD-R market, and what is TDK's role in bringing that technology to the consumer?*

A In the last three or four years, we've seen so many new applications being developed for CD-R. It is being used in an amazing range of applications, especially in publishing and archiving and as a development tool. Three key factors are making it increasingly attractive—price, compatibility and ease of use. When CD-R writers were first introduced, they cost around $20,000. Today, a CD-R writer for the home can be purchased for less than $500. With more than 100 million CD-ROM drives in use throughout the world, CD-R is truly a universal distribution medium. Once recorded, a CD-R can be played on any CD-ROM drive.

Q *Will the average computer user find the CD-R recorders easy to use?*

A Yes. With new packet-writing technology, it's now possible to write files to a CD-R the same way files are written to a hard disc or a Zip disc. The pre-authoring stage is omitted. With packet writing, you simply drag and drop files to the CD writer icon on the desktop. It's that simple.

Q *What's the demand for CD-Rs at this point?*

A It's growing very quickly. This year we expect demand will increase more than twice over last year. To keep up, TDK has increased its production capacity in Japan, the U.S. and Luxembourg to 5 million discs per month.

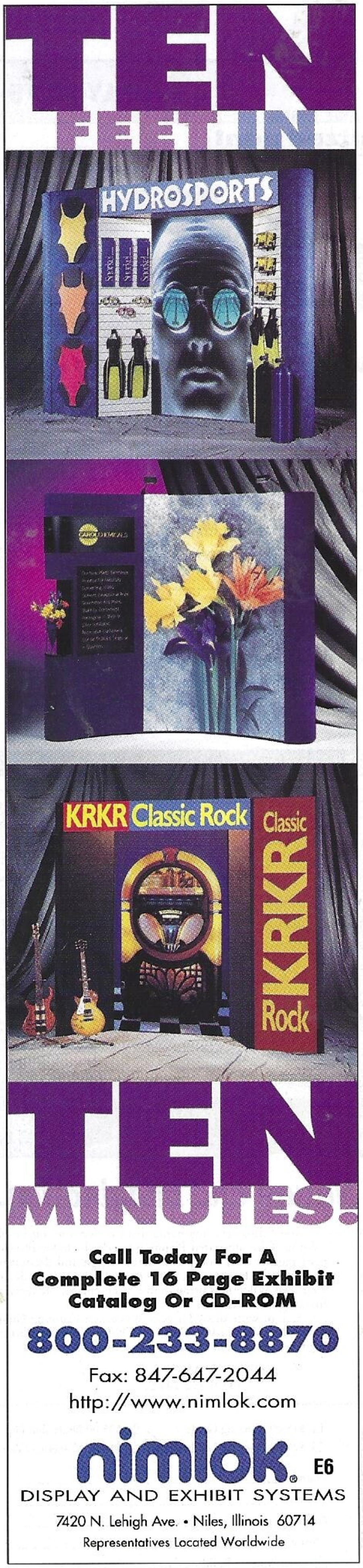
Q *What was TDK's role in developing optical recording technology?*

A At TDK, we began R-and-D work in optical-disc recording virtually simultaneously with the introduction of the CD itself back in 1981. We developed a new type of organic dye material that forms the critical recording layer in a CD-R.

To understand TDK's position in the world of recording overall, you must understand we are a specialized media company. We do not make or design recording hardware. Because of that, we are free to work with the world's leading hardware companies in the early stages of technology development. While they're creating the hardware, we're designing the necessary recording media. This enables us to fine-tune our products so the recorder and the recording media are optimally designed.

In DVD [digital video disc], we have been active with the manufacturers of the hardware, designing both write-once [DVD-R] and rewritable [DVD-RAM] systems. DVD-R is an evolution of write-once CD-R. DVD-RAM is a phase-change system, and TDK has

continued on page 118



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by Phil Jones

The Spirit II will "jam" radar, preventing police from measuring your speed.

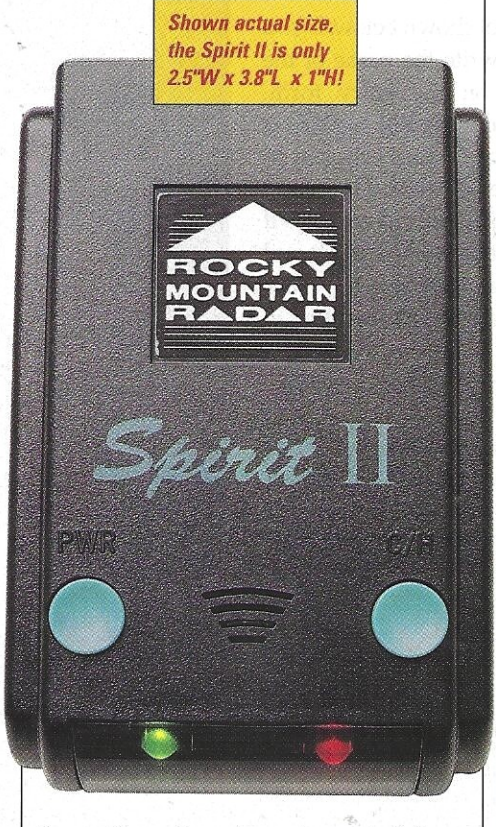
If your heart doesn't skip a beat when you drive past a speed trap—even if you aren't speeding—don't bother reading this. I can't tell you how many times that has happened to me. Driving down the interstate with my cruise control set at eight miles over the limit, I catch a glimpse of a police car parked on the side of the road. My heart skips a beat and for some reason I look at my speedometer. After I have passed the trap, my eyes stay glued to my rear view mirror, praying the police officer will pass me up for a "bigger fish."

It seems that as speed-detection technology has gotten more and more advanced, speeding tickets have become virtually unavoidable. And although devices exist that enable motorists to detect these speed traps, they are outlawed in many states... including mine.

The solution. Today, Rocky Mountain Radar offers drivers like me a perfect solution—the Spirit II. Utilizing a passive radar scrambler, The Spirit II makes your automobile electronically "invisible" to police speed-detecting equipment.

The radar scrambler works by mixing an X, K or Ka radar signal with an FM "chirp" and bouncing it back at the squad car by way of a waveguide antenna, effectively confusing the computer inside the radar gun.

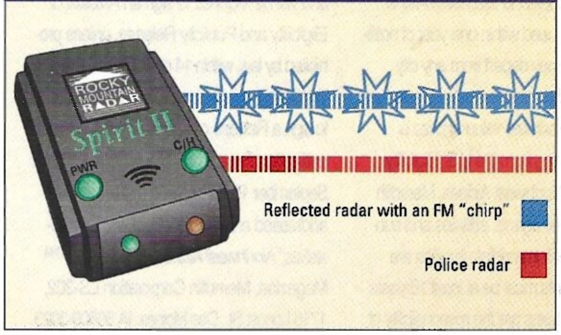
Perfectly legal. Some radar devices have been outlawed because they *transmit* scrambling radar beams back to the waiting law enforcement vehicle. The Spirit II, however, *reflects* a portion of the signal plus an added FM signal back to the police car. This, in effect, gives the waiting radar unit an electronic "lobotomy." Best of all, unless you are a resident of Minnesota, Oklahoma or Washington, D.C., using the Spirit II is completely within your legal rights.



Shown actual size, the Spirit II is only 2.5"W x 3.8"L x 1"H!

How it scrambles radar. Police radar takes five to 10 measurements of a vehicle's speed in about one second. The Spirit II sends one signal that tells the radar the car is going 15 m.p.h. and another signal that the car is going 312 m.p.h. Because police radar can't verify the speed, it displays no speed at all. *To the radar gun, your car isn't even on the road.*

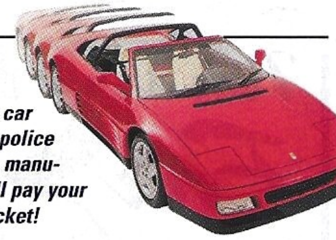
Scrambles Radar



HOW TO MAKE YOUR CAR DISAPPEAR

Radar and laser scramblers are devices that foil speed traps by making vehicles electronically "invisible" to police radar. Radar scramblers mix a portion of the radar signal with background clutter and reflect it back to the squad car. This technique, pioneered by Rocky Mountain Radar, creates an unreadable signal that confuses the computer inside the radar gun.

The laser scrambler in the Phazer works in a similar manner. It transmits a special infrared beam with information designed to scramble the laser signal. The result? Readouts on police radar and laser guns remain blank. As far as the police officer is concerned, your vehicle is not even on the road.



The Spirit II makes your car invisible to police radar or the manufacturer will pay your speeding ticket!

Range up to three miles. The Spirit II begins to scramble radar signals as far as three miles away from the speed trap. Its range of effectiveness extends to almost 100 feet away from the police car, at which point you should be able to make visual contact and reduce your speed accordingly.

Encourage responsible driving. While the Spirit II *is* designed to help you (and me) avoid speed traps, it *is not* intended to condone excessive speeding. For that reason, there is an optional one-year Ticket Rebate Program for just $19.95, the manufacturer will pay tickets where the speed limit was not exceeded by more than 30%, or 15 miles per hour, whichever is less.

3"W x 4"L x 1.5"H

Double protection from speed traps. Radar isn't the only weapon the police use in their revenue-generating speed traps. The latest weapon in their arsenal is the Lidar gun. To counter the latest threat, Rocky Mountain Radar created the Phazer. Like the Spirit II, the Phazer also scrambles laser in a similar manner as the radar scrambler. It uses light-emitting diodes (LEDs) to fire invisible infrared pulses. It confuses the computer inside the laser gun by giving false indication of the car's distance, blocking measurement of your speed. It includes the exclusive Ticket Rebate Program.

4"W x 4"L x 1.5"H

Triple your protection against speed traps. If either the Spirit II or the Phazer sounds good, but you prefer to be *notified* when you are in range of a police radar, the Phantom is for you. The Phantom combines the Phazer (including the Ticket Rebate Program) with a radar detector. It's legal in every state except Minnesota, Oklahoma, Virginia and Washington, D.C. Ask your representative for more details!

Risk-free. Thanks to Rocky Mountain Radar, speed traps don't make my heart skip a beat anymore. Try the Spirit II, the Phazer or the Phantom yourself. They're all backed by our risk-free trial and a three-year manufacturer's warranty. If you're not satisfied, return them within 90 days for a full "No Questions Asked" refund.

The Spirit II	**$99**	$9 S&H
The Phazer	**$199**	$14 S&H
The Phantom	**$349**	$18 S&H

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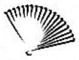

② Place 20 cents U.S. postage or international equivalent on the card and mail. Be sure to include your full name and address and a daytime phone number for prize notification. Only one entry per person. Entries must be received by August 31, 1997, and the winner will be notified by September 15, 1997. See Official Rules below for complete details.

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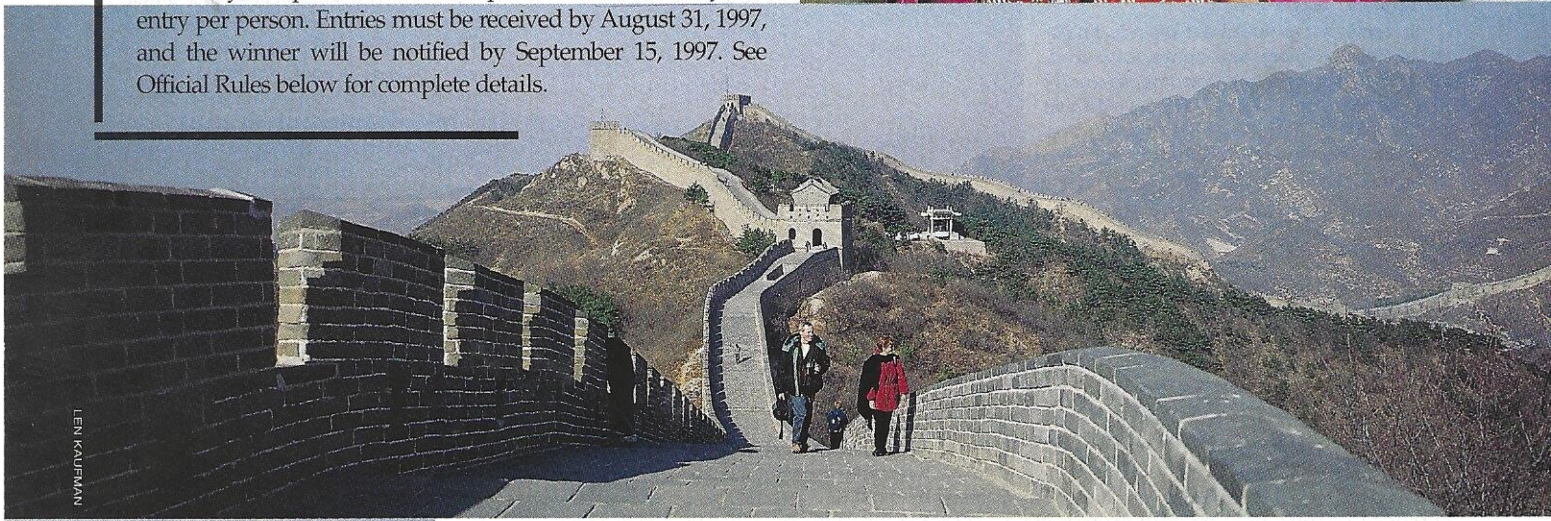

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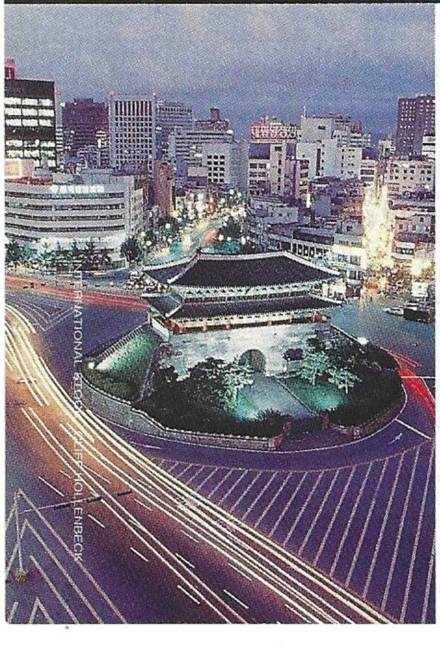

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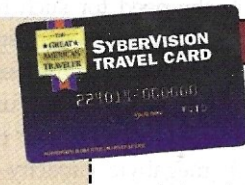

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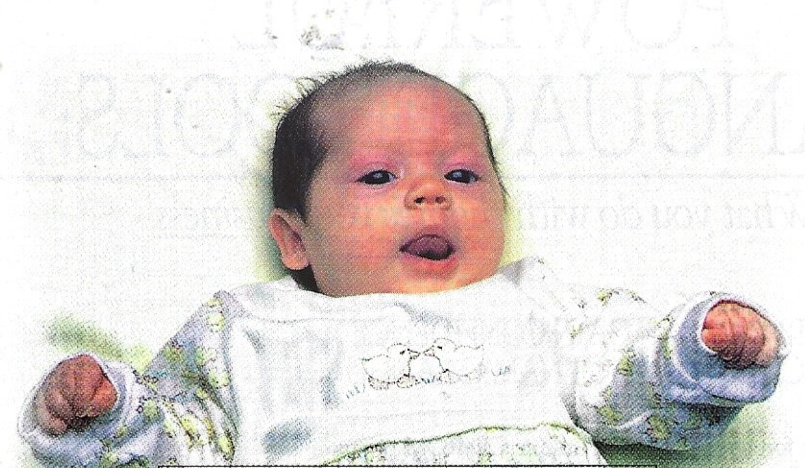

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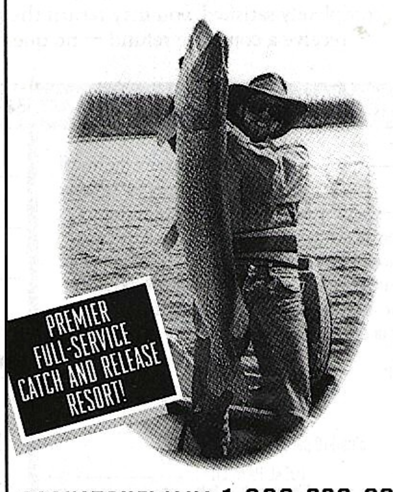
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continued from page 114

developed a totally new and advanced type of phase-change recording material called AVIST.

Q *Is there room in the market for all of these optical media?*

A We foresee all three types of optical recording media—CD-R, DVD-R and DVD-RAM—coexisting in the marketplace. For recordable DVD, write-once offers the benefit of playback compatibility with DVD-ROM drives and higher capacity [3.95 gigabytes] than rewritable DVD [2.6 gigabytes]. This will make DVD-R similar to CD-R in its applications, although CD-R will continue to be the only truly universal playback medium because DVD-ROM drives will also be able to play CD-R/CD-ROM discs. Digital video discs will not be playable on CD-ROM drives.

DVD-RAM will be primarily a computer medium, where high capacity and rewritability are important considerations. DVD-R has more applications where distribution and archiving of data are important.

Even with both DVD-R and DVD-RAM available, we expect that CD-R will continue to grow in popularity. Despite the higher capacities of DVD, the need for such high capacities will be limited to very specific applications. For many industries and applications, CD-R—with its universal playback compatibility, low cost and large 650-megabyte capacity—will be precisely what's needed.

Q *What's the timetable for introducing DVD-R and DVD-RAM?*

A We expect DVD-R to be available this summer. DVD-RAM should be available by early next year.

Q *The digital-imaging market is growing at a strong pace. Increasing storage capacity is a major factor in the continued*

continued on page 122

LOGOTIME

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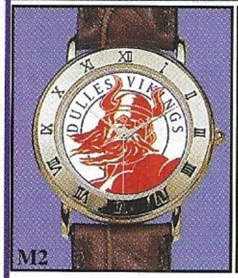
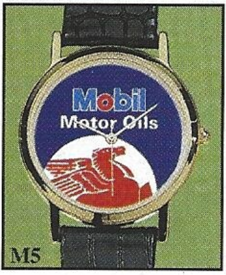


M2



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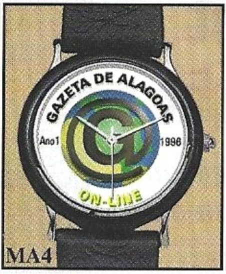

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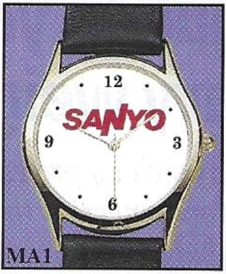

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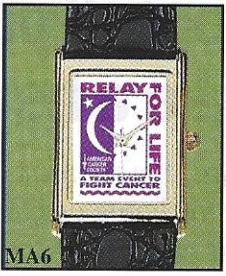

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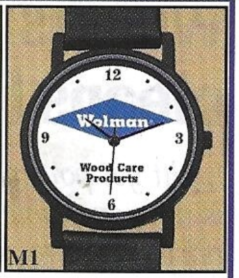

M1

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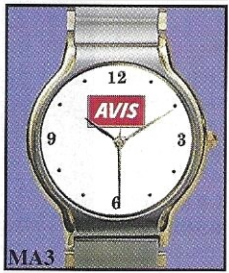
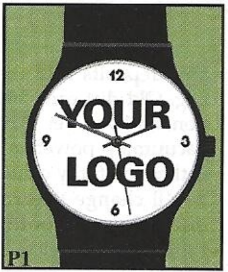
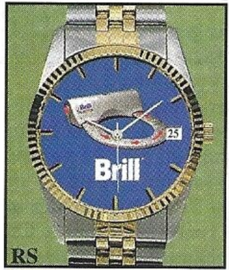


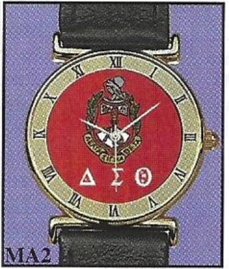
MA3



P1



RS



MA2

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TECHNOLOGY UPDATE

Industrial-strength vacuum weighs only 8 pounds, yet cleans like a heavy weight

Light yet powerful, the vacuum trusted by professionals is now available for home use. More powerful than ordinary vacuums, it even works on hardwood floors.

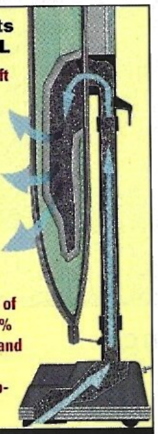
by Leslie S. Quinn

I have lost count of the number of cheap vacuum cleaners that I've purchased over the years. "A vacuum is a vacuum," I've thought time and again. And time after time, I've found myself pushing around heavy sweepers that didn't do the job, sweeping and re-sweeping over pieces of lint and string that I could see lying on top of the rug. I always knew that I wasn't even beginning to clean up the dirt that was hidden deep down. But now, I've found a vacuum cleaner that really works—the new Oreck XL.

Trusted by professionals. Weighing barely eight pounds, the Oreck XL is not just extremely lightweight. With its unique design and advanced cleaning power, it's been chosen by cleaning professionals for the toughest cleaning jobs. Often used to vacuum hotels and airports, Oreck has cleaned up after banquets, dog shows and even *Mardi Gras!*

Unique design. Oreck's professional clean begins with the unique top-fill cleaning system. Ordinary uprights lift up the dirt that's already in the sweeper bag to make room for more dirt at the bottom (often blowing old dust and filth into the room first). Right from the start, this robs the vacuum of 80% of its cleaning power. The Oreck XL sweeps dirt up through the hollow lower part of the handle and deposits it in the *top* of the bag. Old dirt can't block the suction, and you get 100% of Oreck's vacuuming power. And not only is there no filthy cloud of dirt, but you'll change vacuum bags less often since the bottom-fill bags actually hold twice as much dirt as top-fill bags.

Ordinary uprights vs. the Oreck XL



Ordinary vacuums lift the old dirt in the bag up to make room for new dirt. So up to 80% of the cleaning power is lost. The Oreck XL is a top-fill system, so dirt is pumped up through the handle and deposited in the top of the bag. You get 100% power all the time, and it's so powerful, it even picks up microscopic particles.

Stronger and more versatile than ordinary vacuums, cleaning professionals choose Oreck to clean even hotels and airports. The handle drops almost flat, so Oreck goes anywhere. And it self-adjusts to sweep both carpeted and non-carpeted floors.

More power to clean. The Oreck XL also comes equipped with double-helical pile-lifting roller brushes, so carpets get the professional cleaning of 11,000 bristles whirling at 6,500 times per minute. On bare floors, the Microsweep® system delivers an amazing 70 million brush strokes per minute. And the Oreck XL automatically adjusts itself to clean both carpeted and hard surfaces thoroughly.

Attention to detail. With this upright you'll never use a broom on your non-carpeted floors again. It's so strong that it can actually pick up sand from a kitchen floor! It even cleans corners and under baseboards with unique side-mounted corner brushes. Bright twin headlights and an extra-long 25-foot cord make cleaning even easier.

No more allergies. The Oreck XL is the perfect upright for allergy sufferers. Because of the top-fill system and the extra cleaning power, this vacuum picks up microscopic particles that other vacuums leave behind. Now carpets can be free of pet dander, tiny dirt and dust particles and even dust mites.

Try both vacuums risk-free. The Oreck XL comes with an extra drive belt and air freshening tablets. Plus you get the hand-held canister vac absolutely free! The Oreck XL is backed by our 30-day "No Questions Asked" risk-free home trial. Try both vacuums on the toughest dirt in your home. If not satisfied, return them within 30 days for a full refund. The Oreck upright also comes with a two-year manufacturer's limited warranty, and a 10-year housing guarantee.

- **Automatically adjusts to clean carpeted and non-carpeted floors.**
- **Side-mounted brushes clean corners thoroughly.**
- **Double helical brushes clean carpets with 6,500 strokes per minute.**
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- **Extra-long 25-foot cord makes cleaning easier.**

Oreck XL upright	**$299** $29 S&H
Compact canister vacuum	~~$160~~ **FREE**

Please mention promotional code **831-11044.**

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Weighing only 4 lbs., this tiny hand-held canister vacuum can pick up a 16 lb. bowling ball.

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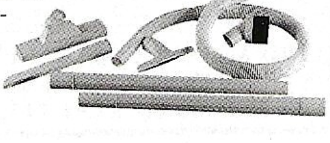

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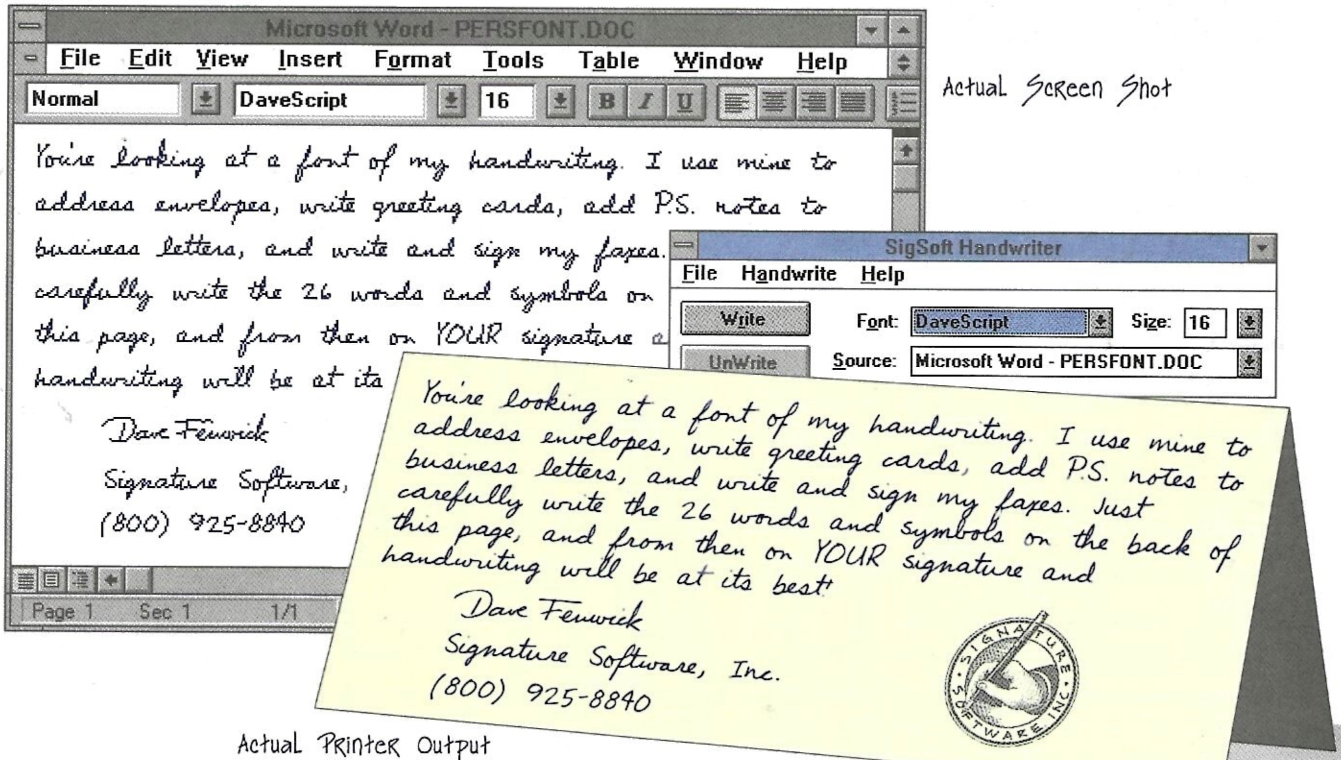

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Size: 16
Source: Microsoft Word - PERSFONT.DOC

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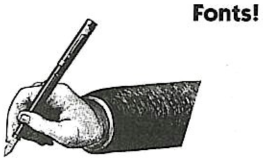

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Form#14PF

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Name: ______________________ Phone #: ____________________ Circle: Win Mac

☐ **1. Find a pen you like, but please avoid ballpoint pens and pencils.** Try a rollerball or fibertip pen that makes a fine, dark line.

☐ **2. Practice first** on a separate sheet of paper. **Remember, what you write on this form will become the final font.**

☐ **3. Write your signature in the Signature box.** Try to fit the signature within the box. Separate the parts of your name if you wish to use them individually from the font.

☐ **4. Begin the 26 words with lower case letters.** Use the broken lines as a base line and the grid lines to help size your letters. Write **large** for best results, but try to keep each word within its box.

kagvels
kagvels

Characters can be connected or disconnected or a combination of both! Write corrections on unlined white paper and paste over mistakes.

☐ **5. Write your capital letters and punctuation.** Make capital letters proportional to lower case letters. Capitals can connect to lower case, but will not connect to other capitals.

So +
So +

NAME YOUR FONT!
The name must be three to seven alphabetic characters long.

☐☐☐☐☐☐☐

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adjoint
bowman

cyclops
doughbit
egtype
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ionize
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oxyfobe
polygyne
quote
rybema

skyque
toyjoke
unfaxed
vogue

waywhips
xylosse
yachtque
zigzag

Don't forget the punctuation below!

( )
{ }
[ ]
An .
Be ,
Co !
Do ?

Ea ;
Fo :
Go "
Hi '
In `
Ju ~
Ko —

Li #
Mo %
No $
Of &
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Qu @
Ro ^

So +
Th -
Un *
Ve =
Wi /
Xy \
' Ye '

" Zo "
< >
1 2
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5 6
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9 0

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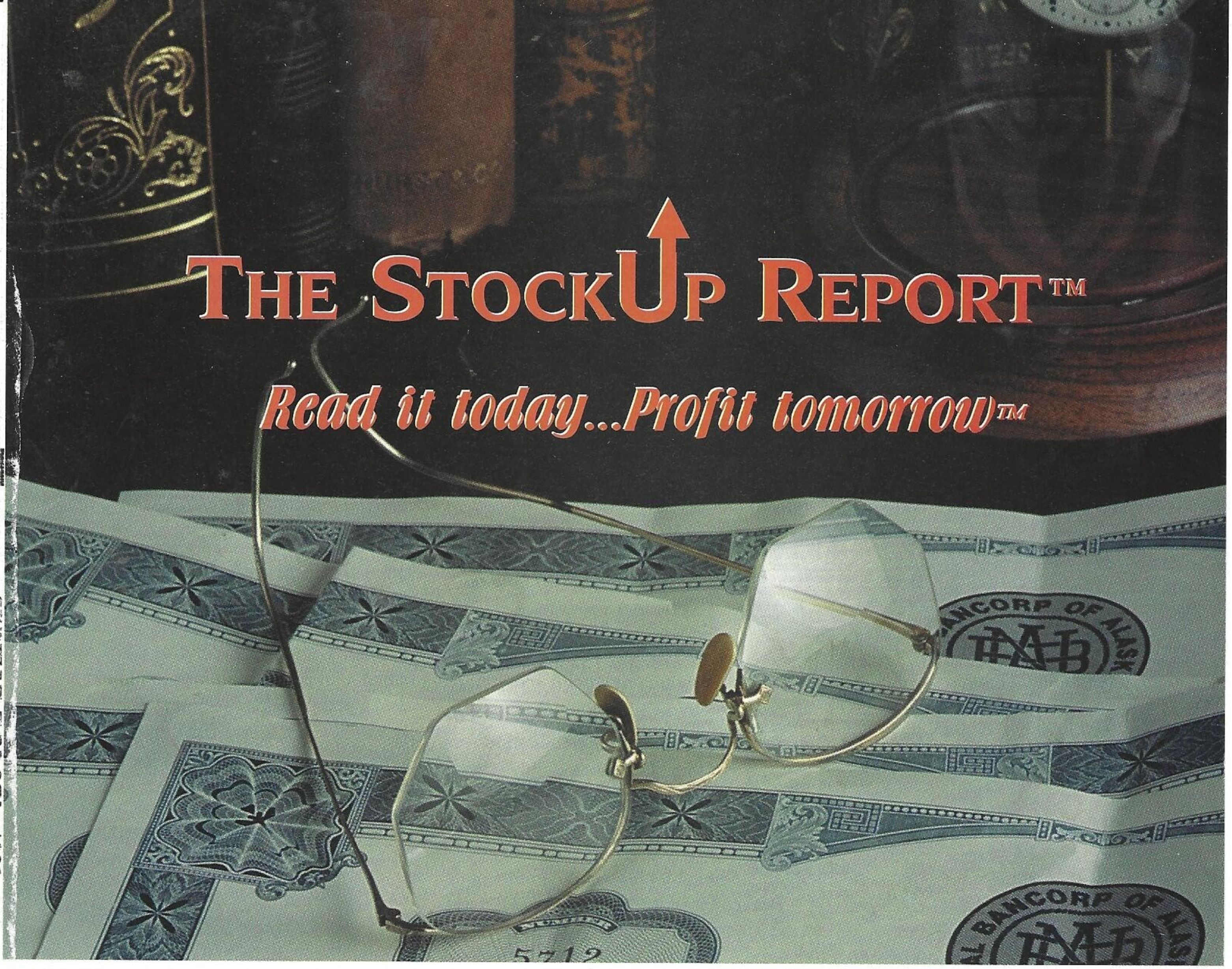

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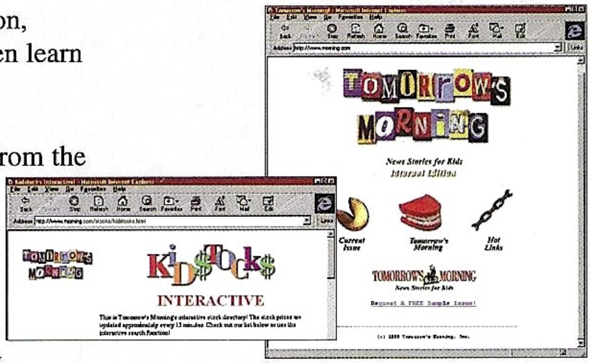
UNDERVALUED STOCKS

TOMORROW'S MORNING *is motivating kids to read...*

And doing well by doing good!

by: Victoria E. Ames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This is Tomorrow's Morning's interactive stock directory! The stock prices are updated approximately every 15 minutes. Check out our list below or use the interactive search function!

TOMORROW'S MORNING, INC. (NASDAQ Small Cap: TOMM), publishes TOMORROW'S MORNING, America's first weekly home-delivered national newspaper for kids 8-14, in print and on-line. Using colorful graphics and original and informative stories, in a format often described as "USA Today" for kids, TOMORROW'S MORNING addresses a major national issue: the lack of reading skills in children.

TOMORROW'S MORNING
New Dinosaur Shows Up
TOMORROW'S MORNING
On the Edge of the World
TOMORROW'S MORNING
Welcome to Vermont
(Pavement Ends)
Everywhere

The company has turned this problem into an educational and financial opportunity. The company's strategic vision is to become a major national children's media conglomerate, with the newspaper at its core and a multi-product line emerging from it. This will include on-line publishing, TV, video/electronic/multimedia products, along with merchandising and licensing opportunities.

Founded in 1992, Tomorrow's Morning, Inc. has published over 225 weekly issues for children and schools nationwide. The paper covers national and international stories, as well as various features, sports and KIDSTOCKS.

The paper's unique voice has led to much praise and prizes such as the 1996 gold seal "Parents' Choice Group Magazine Award" from *Parents' Choice*. The KIDSTOCKS section, which is designed to help children learn about investing, received a 1996 "Distinguished Achievement in Educational Publishing" award from the Educational Press Association of America.

And what do others think about TOMORROW'S MORNING? *Parenting Magazine* says: "So how do you keep a young reader informed without sending him on a beeline to the boob tube? TOMORROW'S MORNING may just be the ticket. Grade: A." "The rare publication for the Renaissance child," says *The Cleveland Plain Dealer.* "Colorful graphics and witty reportage...being informed can also be fun," says *Family Life*. "The leader of a new trend for kids in the nineties," says *The Boston Globe.*

Tomorrow's Morning, Inc. has an advisory board that includes some of the nation's leading educational experts, as well as influential public figures. These include Dr. Gerald Lesser, Bigelow Professor of Education and Developmental Psychology at Harvard University and Chairman of the Board of Directors for the Children's Television Workshop; George Foreman, world heavyweight boxing champion and children's rights adovcate; and Garry Marshall, creator of such TV series as *Happy Days* and director of such films as *Pretty Woman*.

Recently, Tomorrow's Morning, Inc. completed a prototype for SCOOP™, an innovative learning system/ entertainment game that will be interactive with the newspaper and other potential products. Featuring Ben Bradlee, former editor of *The Washington Post* (as the "editor" in SCOOP), and Larry King of CNN, the game will enable children to play in a 3-D interactive environment on their personal computers. The company is marketing several concepts for TV shows and is developing additional titles for publishing, as well as a merchandising catalogue.

OVERVIEW OF TOMORROW'S MORNING

Tomorrow's Morning, Inc. publishes the nation's only weekly newspaper for children ages 8-14, representing a potential audience of 25 million. It has turned one of the nation's major problems, the lack of reading skills in children, into a unique financial opportunity. The company's goal is to enhance the education and world-view of children while building a profitable, multi-product business. For the socially responsible and aggressive investor, this company presents an attractive investment opportunity.

To obtain the most recent information on this company, call *toll free* today!
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UNDERVALUED STOCKS

CHINA RESOURCES DEVELOPMENT, INC...

Tapping into the Natural Riches of China!

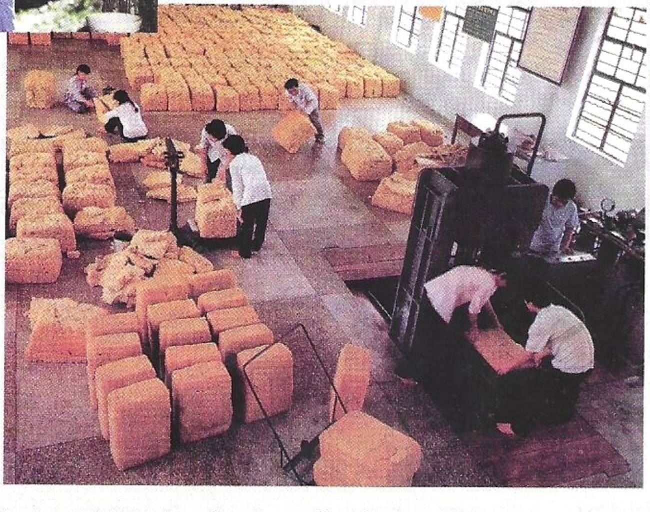
by: Colin Stewart

China Resources Development, Inc. (NASDAQ Small Cap CHRB) is a U.S. corporation with rubber and other agricultural raw materials operations in the People's Republic of China (PRC). Imagine the untapped bounty of China's natural resources, and you have an idea of the potential growth of this company. China Resources Development, Inc. has just announced year-end net income for 1996, which rose an impressive 87% to a record $4.32 million. Results have been converted from Renminbi (the lawful currency of the PRC) to U.S. dollars at the prevailing exchange rate on December 31, 1996 (U.S. $1.00 = Rmb 8.30). Aggregate revenue for the last three years has been over $600 million. And this is only the beginning. According to the Council of Economic Advisers, China's gross domestic product has quadrupled since 1982. By 2013, China is projected to become the world's largest economy!

While many major corporations in the U.S. and Europe are scrambling to take advantage of this huge market, China Resources Development, Inc. already has 40 years of experience in the China marketplace. Natural rubber occupies a position of strategic importance in China, comparable to the iron, steel, coal, and oil industries. Imagine the U.S. one hundred years ago, when industrialization was in high gear, and you can see why we believe that China Resources Development, Inc. will play an essential role in the emergence of China's new economy. Rubber is a key ingredient in countless consumer and industrial products, from shoes to tires to soccer balls.

Natural rubber can only be planted in limited regions in the world. Today, most of the world's rubber plantations are in Asia, which in 1995 accounted for 94% of the world's natural rubber output. China Resources Development, Inc., with offices in Hong Kong and the Hainan Province, through a subsidiary, owns a 56% interest in Hainan Zhongwei Agricultural Resources Co. Ltd. (HARC). HARC markets and distributes dry, natural rubber and liquid latex, and procures production materials and supplies for major customers. The Hainan Province supplies over 60% of China's natural rubber production. HARC is the primary distributor for the dominant producer of natural rubber in Hainan and the PRC.

Although natural rubber continues to be the core business of China Resources Development, Inc., the company is expanding its operations into agricultural products, such as coffee beans. In 1996 there was a 72% increase in year-over-year sales derived from other agricultural products, materials, and supplies procurement, including farm machinery, chemicals, and pesticides. With China Resources Development, Inc. becoming a corporation with a diversified range of businesses, it is in an excellent position to profit from the emergence of China as a major economic power.



OVERVIEW OF CHINA RESOURCES

The Council of Economic Advisers projects that China will become the world's largest economy by 2013. Companies, like China Resources Development, Inc., that supply the raw materials to build China's new infrastructure will be the big winners in growth. For the aggressive international investor, this company provides a unique opportunity to participate in the emergence of China as a new economic powerhouse.

To obtain the most recent information on this company, call *toll free* today!

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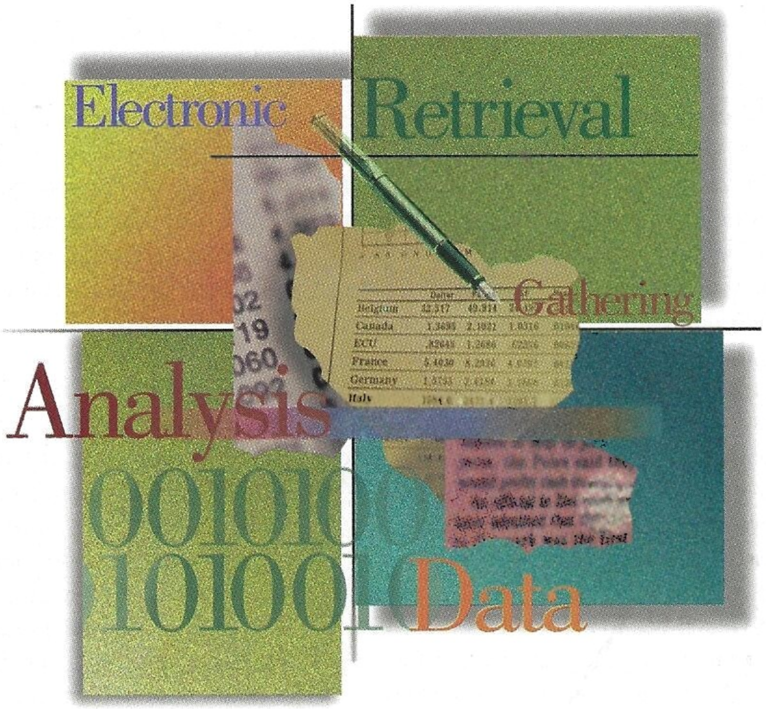

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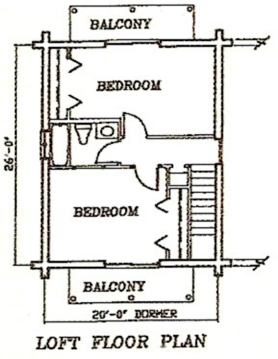
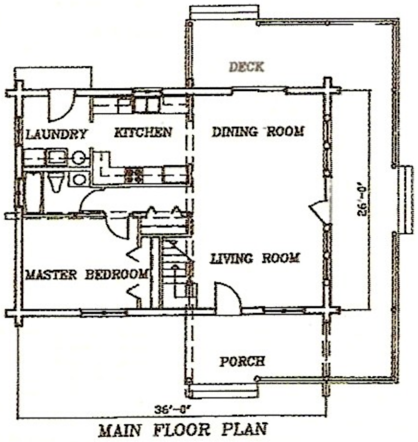
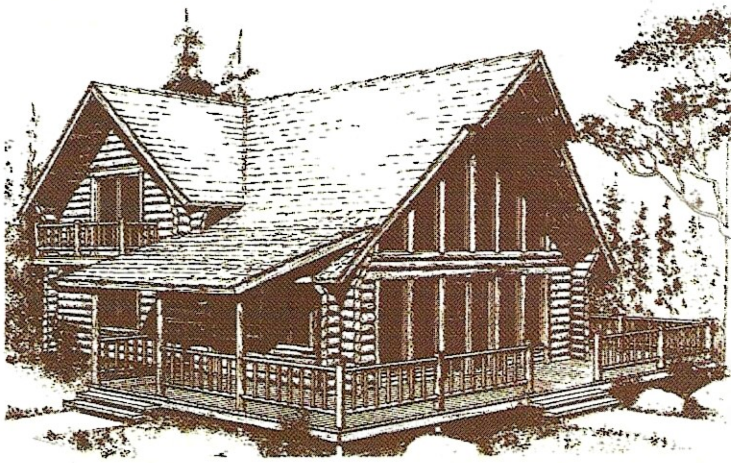

BALCONY
BEDROOM
BEDROOM
BALCONY
26'-0"
20'-0" DORMER

LOFT FLOOR PLAN


DECK
LAUNDRY
KITCHEN
DINING ROOM
LIVING ROOM
MASTER BEDROOM
PORCH
26'-0"
36'-0"

MAIN FLOOR PLAN



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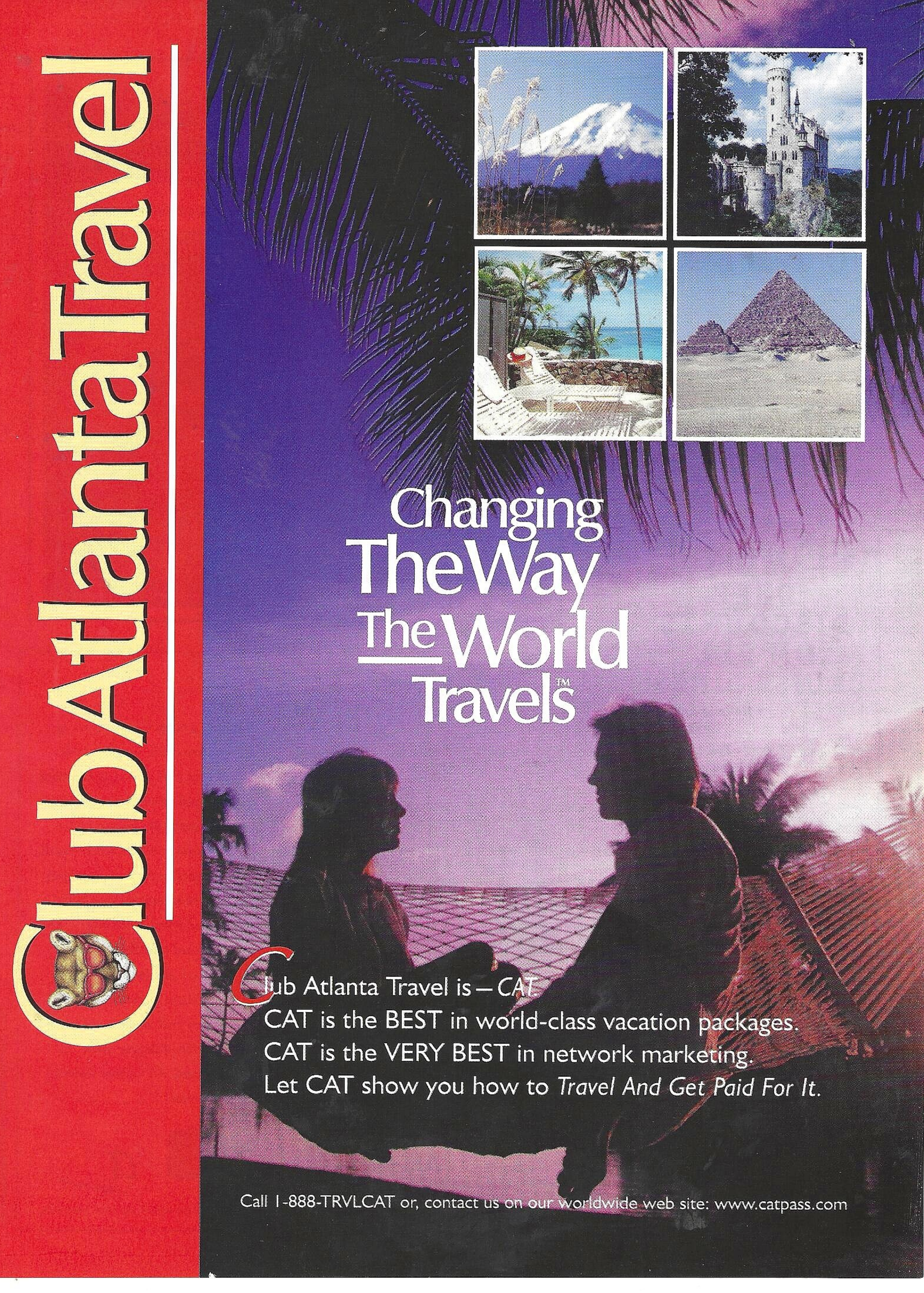

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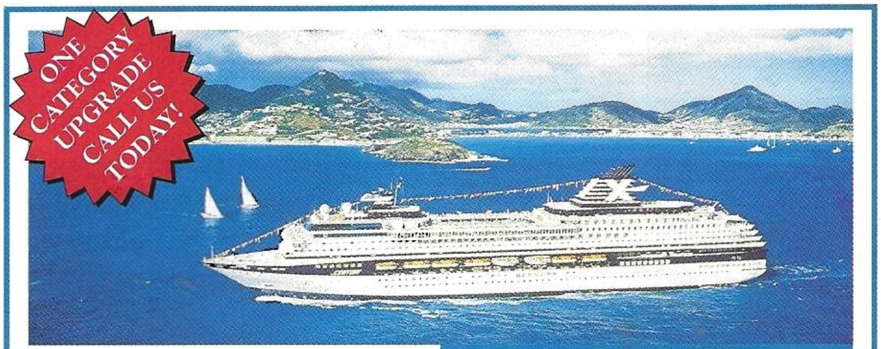

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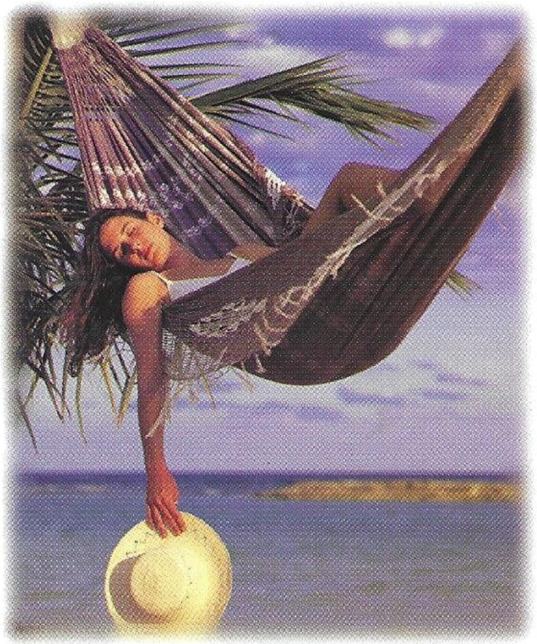

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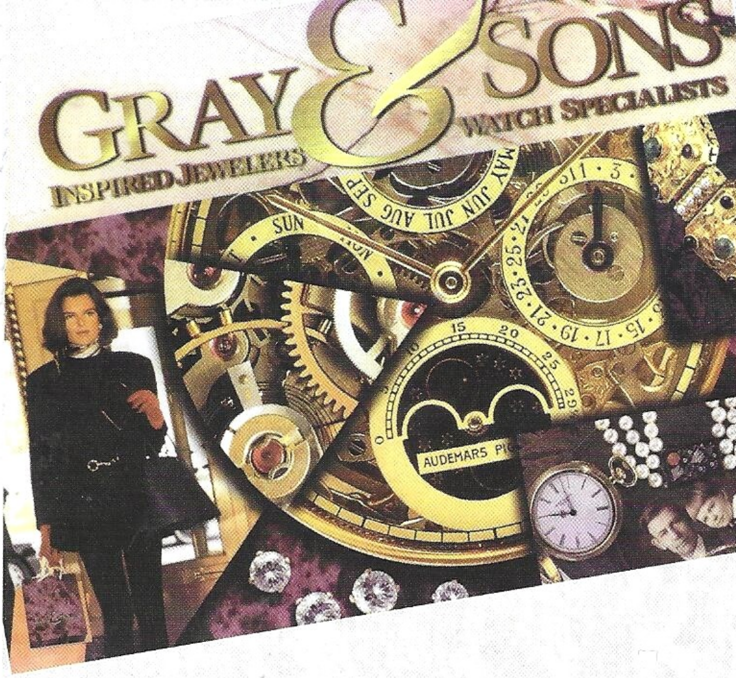

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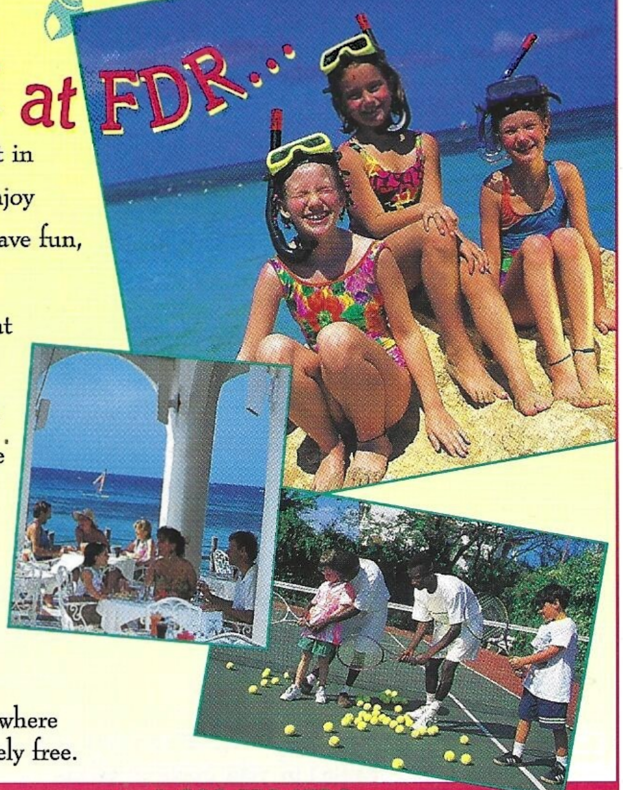

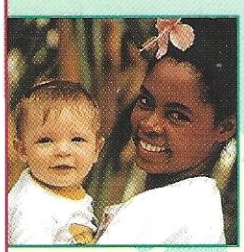

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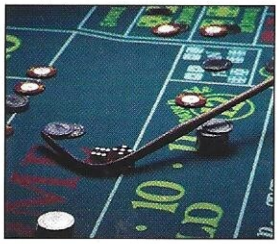

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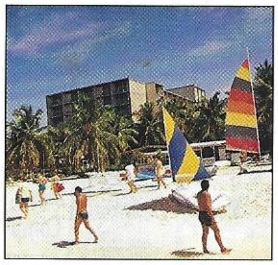

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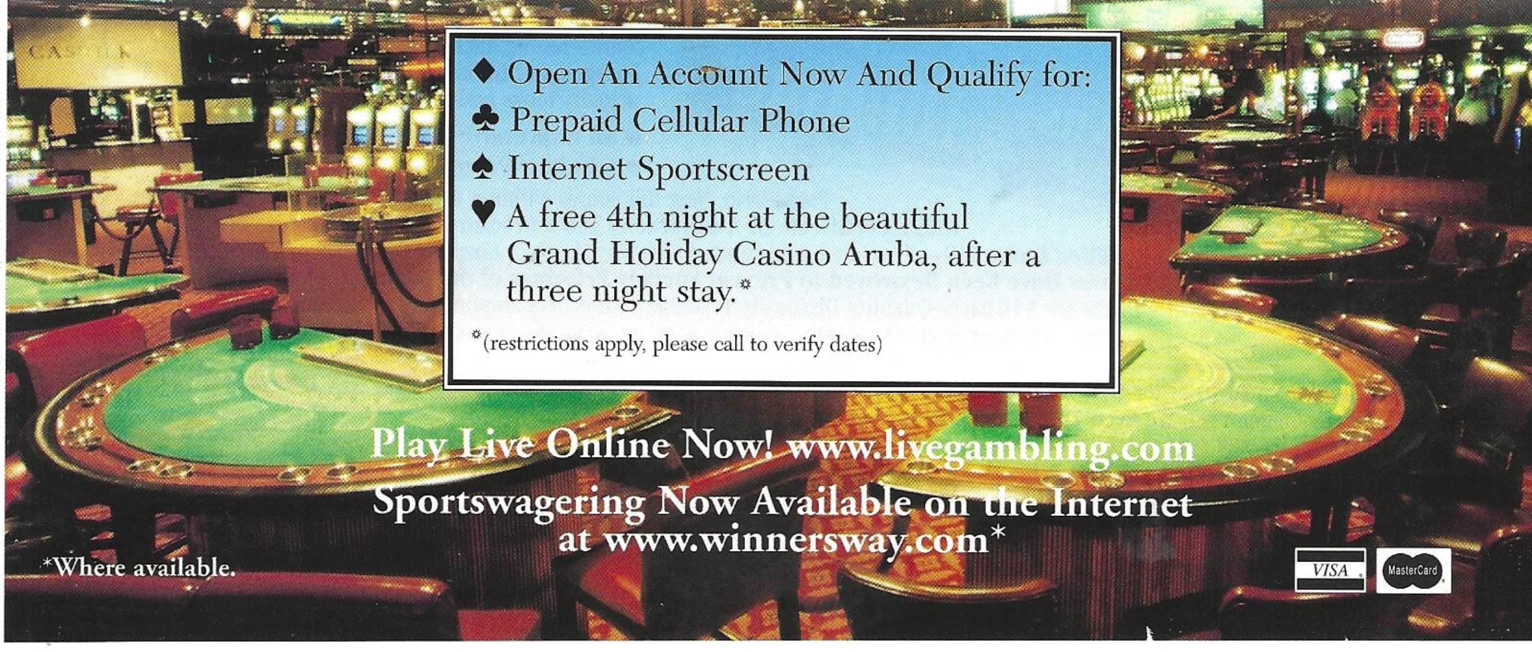

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Operation**Smile**

A descendent of a greatly dignified people, Dr. Han Kai from the People's Republic of China admits the Chinese tend to hold their emotions in check. But Han, a plastic surgeon and medical educator for Operation Smile, is the first to admit tears of happiness flow freely when life-changing surgeries in China give children the chance to smile for the first time in their lives.

Although Han's demeanor reflects his heritage, his dedication comes through when he speaks about the Operation Smile International Fellowship Program he oversees or his research projects as visiting assistant professor at the department of plastic surgery at Eastern Virginia Medical School in Norfolk, Virginia. But once Han starts talking about Operation Smile surgical missions to China, his eyes light up, and his conversation becomes fervent.

Han first got involved with Operation Smile as a medical fellow in 1989. "Almost immediately, I talked to Bill Magee about organizing a China trip," says the surgeon. "Operation Smile had never been there, and we had to have financial support to go." Han, Dr. William P. Magee (Operation Smile's cofounder) and the late Dr. John Conner traveled to China in 1990. At that initial meeting, the Chinese ambassador graciously agreed to help arrange financing for a medical team.

The first mission was to Shanghai in 1991. Since then, yearly visits have resulted in 2,000 surgeries to correct cleft lips, palates, facial tumors and other deformities that would otherwise go unattended.

During 1996, 700 surgeries were performed in three cities. Han currently is in China to organize other Operation Smile missions on the mainland. The goal is to develop a five-year plan for missions in at least 60 cities and to perform "one smile at a time" operations on 20,000 children by 2002. Operation Smile cofounder Kathy Magee embraces Han's passion for his people. "Through Han's surgical skills and commitment to caring for children, not just in China but all over the world, he has become a well-respected leader," says Magee.

Han's wife, Jing Lin, a plastic surgeon on staff at the Hangzhou Plastic Surgery Hospital in the People's Republic of China, also works with Operation Smile missions. Han knows working with Operation Smile is his true calling. Tears moisten the surgeon's own eyes as he says, "If you can find one thing to which to dedicate yourself, to make you feel satisfied, you are a very fortunate person. I am very fortunate. This experience is very touching for my wife and me." ■

Dr. Han Kai shares in the first look at a patient's new smile.

Marilyn Panton is a writer for by the Bay *magazine.*

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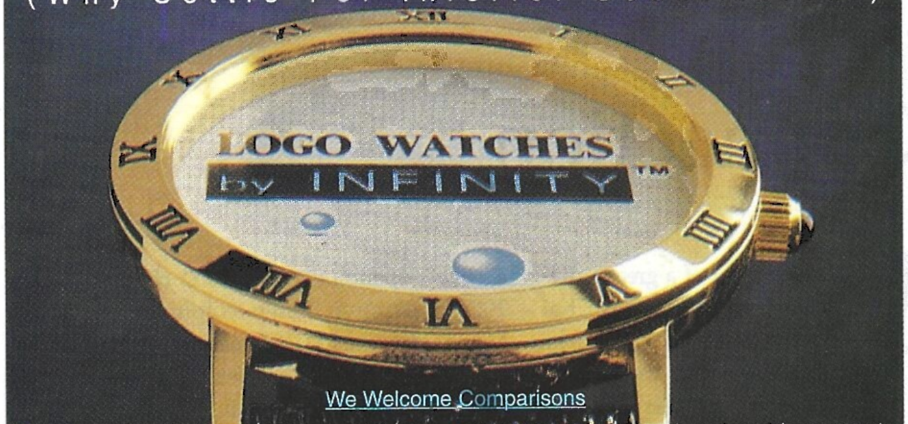

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THE LAST WORD IN TECH

continued from page 118

development of the category. How will TDK address the storage needs of the digital-imaging market?

A Digital imaging is, of course, a tremendous application for recordable optical technology. Large-diameter WORM [write-once read-many] discs have been the most popular systems for demanding imaging applications in large corporations and financial institutions. But CD-R is gaining rapidly in imaging applications where distribution of files is very important, such as for medical, legal and publishing applications. Like WORM, CD-R has the added benefit of being a write-once medium. This gives security to the files being archived on a CD-R disc. Once written, files cannot be changed, which prevents financial records, for instance, from being modified.

Recordable DVD will also quickly become an important element of the imaging industry. The small size, high capacity and cross-platform compatibility of the discs will make them ideal for certain applications.

Q *It would be so easy to get caught up in the excitement over the possibilities offered by digital storage, but TDK is still feeding the lucrative audio and video markets. What kind of effect will DVD have on these mature businesses?*

A We do not envision DVD having any significant impact on the VHS- and camcorder-tape markets for many years. DVD-R and DVD-RAM are envisioned chiefly as computer and multimedia storage, distribution and development media. While DVD-R media will use the same file structure as DVD-ROM and digital video discs and should, therefore, be playback-compatible in DVD players, there still is a significant shortfall in capacity over play-only digital video discs.

Many people, however, will choose to continue using VHS and camcorder tapes because they offer good picture

continued on page 124

TECHNOLOGY UPDATE

World's first home electrolysis system removes unwanted hair painlessly, forever!

Small U.S. company invents breakthrough hair-removal system that utilizes radio frequency technology to remove unwanted hair forever, without pain.

by Jessie Summerdale

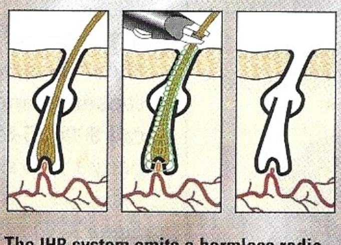
If I could invent just one thing, it would be the perfect hair-removal method. And I wouldn't even do it to become rich (although I'd probably become a millionaire overnight)—I'd do it out of frustration! There's nothing available today for hair removal that offers me, or women like me, privacy, affordability, ease of use, lack of skin irritation and above all, long-lasting results. Today, the prayers of women around the world have been answered with the IGIÁ™ Hair Removal System.

Long-lasting, painless and private. The new IGIÁ Hair Removal (IHR) system eliminates unwanted hair forever with a method similar to electrolysis. But unlike electrolysis, there are no invasive needles—in fact, *there is no pain involved.* The IHR unit doesn't even touch the skin!

This system can be used in the privacy of your own home. Forget about inconvenient (and costly) salon treatments! The unit is designed with a tweezer-like shape, so it's comfortable to grip and familiar-feeling in your hand.

How it works. Hair grows by forming new cells at the base of the root. As these new cells form around the papilla which nourishes them, the old cells are pushed away and die. The new cells gradually force a rod of dead cells up through the follicle. The old cells from the root actually become part of the hair shaft. *Your hair continues to grow as long as the papilla provides nourishment for new cells.*

Radio frequency technology removes unwanted hair... forever and without pain!



The IHR system emits a harmless radio frequency in the form of dry energy from the tweezer tips. When the tweezers grip a hair, this energy is transmitted down the hair to the root. This will stop the hair-growth cycle and eventually prevents new hairs from forming.

The IHR system emits a harmless radio frequency in the form of dry energy from the tweezer tips. When the tweezers grip a hair, this energy is transmitted down the hair to the root and the papilla. This will stop the hair-growth cycle, and eventually prevent new hairs from forming. After being exposed to this energy, the "dead" hair slides out of the follicle—with no tugging, pinching or pain.

Say goodbye to unsightly hairs—almost anywhere. The IHR system is designed to remove unwanted hair in many areas of the body—even sensitive ones like the upper lip, neck and bikini areas. The IHR system adjusts to treat all types of hairs, from fine ones to thick, stubborn ones—even ingrown hairs!

Complete system. The IHR system comes with all you need to become and remain hair-free. In addition to the scientifically-developed pre-epilation cleansing gel and soothing post-epilation cream (both manufactured in the U.K.), the IHR unit comes in a sturdy, compact carrying case with built-in safety mirror and power adapter. Take it with you wherever you go, even for last-minute touch-ups!

No more excuses. If you've been waiting for the perfect solution to hair removal, your wait is over. Once you've tried the IGIÁ Hair Removal System, you'll agree—there is no easier, more affordable, more comfortable or longer-lasting method for removing that unwanted hair. Remember, the IHR is backed by Comtrad's exclusive 90-day risk-free home trial as well as a one-year manufacturer's limited warranty. If you're not satisfied, simply return it for a full "No Questions Asked" refund.

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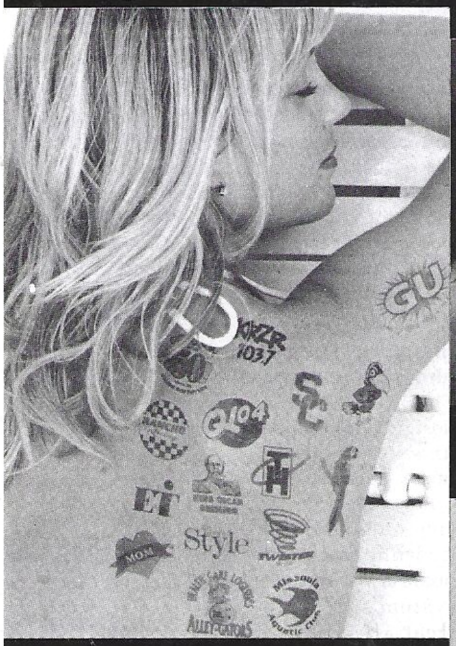

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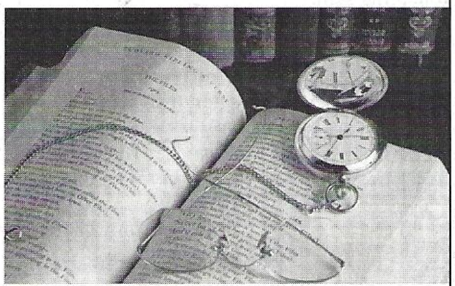

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THE LAST WORD IN TECH

continued from page 122

and sound, and it will be years before recordable DVD will be able to compete at a price level anywhere near that offered by today's conventional analog recording technologies.

Q *You have a lot at stake in predicting the future. How do you envision people recording music, video and data in the 21st century?*

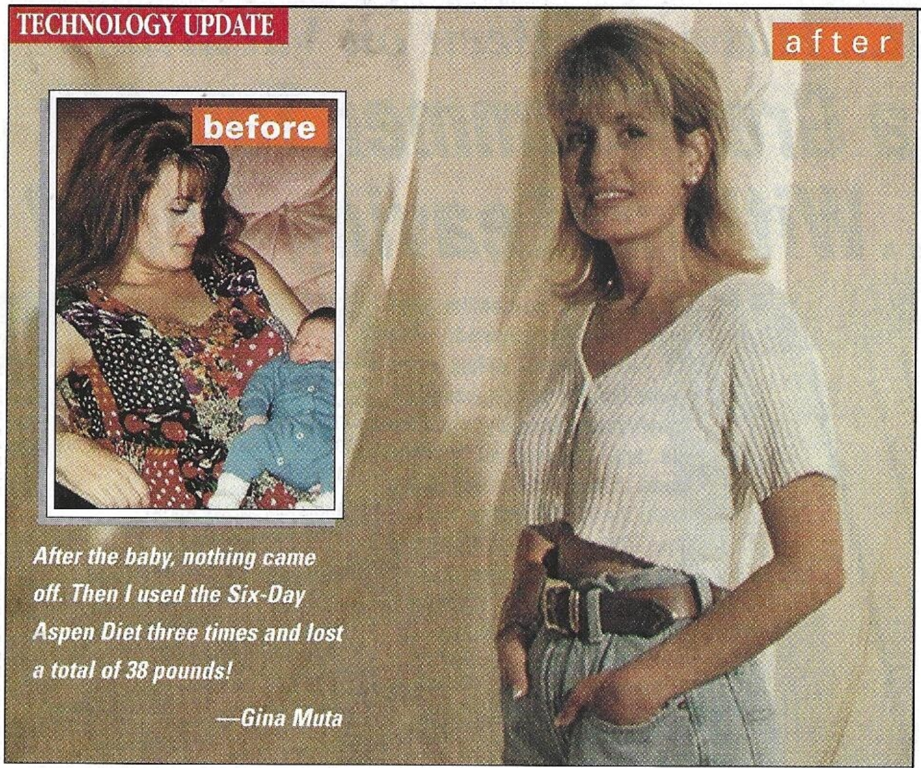
A How people will record in the future is a matter of keen interest to all of us at TDK. Certainly, we see CD-R as increasingly important in the fields of industrial, small-office and even casual home recording. With inexpensive MPEG-1 encoders, which will soon be available, it will be possible to record 74 minutes of video on a single CD-R. Add to this the tremendous affordability of CD-R writers and media, and soon CD-R will be a common fixture on many desktops.

There are so many new technologies in development around the world it would be rash to predict the course for the future of recording. Certainly, however, the future points to the need for higher and higher recording capacities along with low cost, high reliability and universal compatibility. CD-R was the first "new" recording technology that satisfied all those requirements. Perhaps in 20 or 30 years, we'll be able to use what seem like exotic technologies today—things such as holography and bio-organics—to create memory-storage devices that will make today's efforts seem crude by comparison. ■

If you would like more information about the next generation of TDK consumer and business products, call 800/835-8273, or visit the company's web site at www.tdk.com.

Editor's Note: The Last Word in Tech each month interviews a major player in the global business arena and showcases innovations, trends and new technologies in store for business and home and explores their potential impacts.

TECHNOLOGY UPDATE



After the baby, nothing came off. Then I used the Six-Day Aspen Diet three times and lost a total of 38 pounds!

—Gina Muta

Breakthrough dieting technique uses metabolic enhancers so you can lose unwanted pounds—*in just six days!*

The Aspen Diet program uses fruit and vegetable diet meals, metabolic enhancers, vitamin supplements and dieter's tea to cleanse impurities from your body, making you feel healthier and jump-starting you to a new lifestyle!

by Anne Regalia

For centuries, the Europeans have known about the benefits of periodically cleansing the body and digestive system by abstaining from solid foods and consuming only fruit and vegetable juices.

This juice purification process eliminates waste and damaged cells accumulated from an unhealthy diet, poor digestion, stress and environmental pollution. A secondary benefit of this cleansing is weight loss!

This wisdom led to the development of the Six-Day Aspen Diet, a program of fruit and vegetable juice meals and metabolic enhancers that cleanse impurities from your body and take off up to 14 pounds in six days!

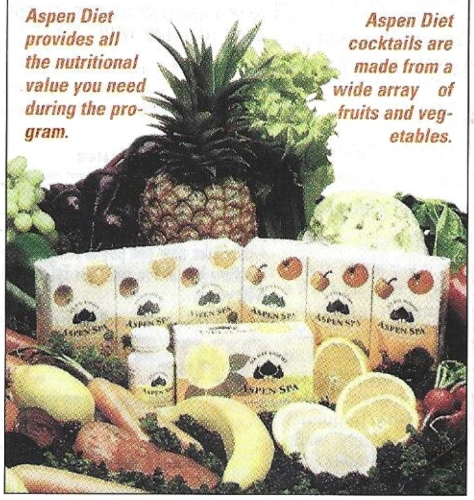
All-natural. Fruit and vegetable juices and teas are carefully selected for freshness, purity and nutritional value. This unique blend of nature's best ingredients provides the cleansing effects that put your body on the fast track to improved health and weight loss.

The juice cocktails are specially-packaged to guarantee freshness and convenience. Not only are the individual servings small enough to carry along on any busy schedule, they are packaged in a special material that blocks the harmful effects of light and air.

Scientifically-formulated. Aspen Diet's juice cocktails and dietary supplements are specially formulated to meet your total daily nutritional requirements. The lemon-flavored diet tea is a tasteful treat that helps curb appetite.

Special ingredients. Chromium is a trace mineral that your body needs to stay healthy, but rarely gets due to food processing. It helps metabolize fat, turn protein into muscle and convert sugar into energy. ChromeMate®, an ingredient in the dietary supplement, is a superior source of chromium.

The supplement also contains CitriMax®, a safe and natural appetite suppressant. An all-natural plant extract rich in hydroxycitric acid, CitriMax® reduces fatty acid synthesis, thereby reducing cravings for sweets.



Aspen Diet provides all the nutritional value you need during the program.

Aspen Diet cocktails are made from a wide array of fruits and vegetables.

Six days to a new you. Commit yourself to the program and you'll soon feel the effects of detoxification and weight loss! Get lots of rest, mild exercise and drink plenty of water in addition to the juice cocktails. By the third day you may already start to see results!

Extend the benefits. After completion of the Aspen Diet program, extend your commitment to a healthier lifestyle by choosing low-fat, high-fiber foods. If you haven't reached your weight-loss goals, you can use Aspen Diet in alternating six-day cycles until you reach your desired weight.

Six days to a new you...

On days one, three and five, you'll drink the fruit cocktail, which contains juice from blackberries, white grapes, apples, pineapples, oranges and bananas.

On days two, four and six, you'll drink the vegetable cocktail, which contains juice from carrots, celery, tomatoes, lettuce, watercress, beets, spinach, bell peppers, potatoes and radishes.

*Not all ingredients listed.

Keep it off... You can order an extra 30-day supply of the dietary supplement for use after you have reached your weight-loss goals. The supplement will help ensure that you're getting all the vitamins you need. Plus, for a limited time, you'll get free shipping on extra dietary supplement with your Aspen Diet purchase!

Try it yourself, risk-free. Aspen Diet is backed by a money-back manufacturer's guarantee. Try it! If you're not completely satisfied for any reason, simply return it for a full refund, "No Questions Asked."

Aspen Diet . . . . **$79** $9 S&H
Extra dietary supplement (30-day) . **$29** $2 S&H
Get free S&H on extra dietary supplement with the purchase of Aspen Diet!

Please mention promotional code **2075-11043.**

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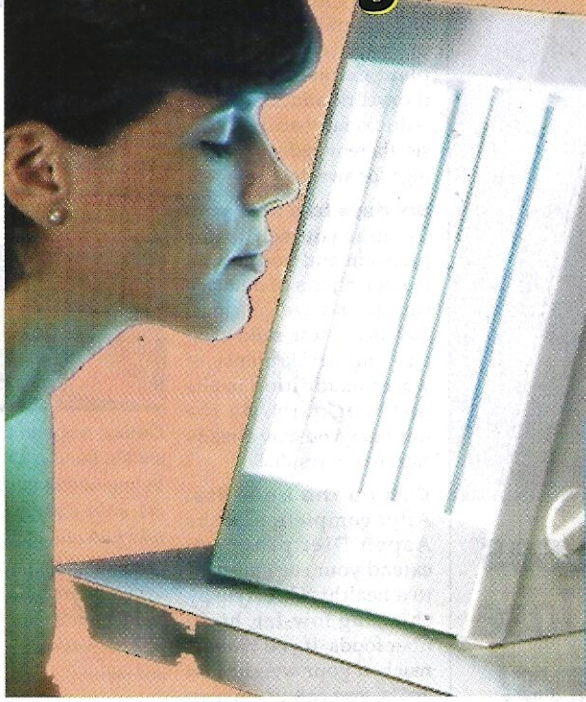

The secret of celebrities and movies stars is revealed. The IGIÁ Facial Tanner safely gives you the healthy looking complexion everyone admires without the time and expense of tanning salons. Safer than a day at the beach, the Facial Tanner will not burn. You control the amount of color you receive. The modern design includes (4)15w UV lamps, and a convenient 30-minute timer. Order Today!

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- ☐ IGIA After Sun Aloe Vera Gel (protects skin & maintains tan) a $20value for just $9.95 $______

FREE BONUS! Order now get Ultraviolet protective goggles. A $20 value -- ***FREE!***

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GRAND TOTAL $______

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Address______
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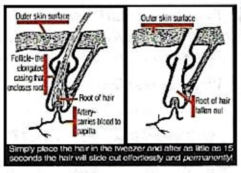
Breakthrough Painless Hair Removal System That Keeps Hair From Growing Back!

TECHNOLOGY UPDATE

Amazing pain-free hair removal system eliminates unsightly hair forever...

Scientifically developed to remove unwanted hair from areas as delicate as the face and bikini line, the IGIÁ™ Hair Removal System doesn't even make contact with the skin, thus eliminating the usual sting that is ever-present with most hair removal systems! Breakthrough painless and hair removal system.


Outer skin surface
Follicle-the elongated casing that encloses root
Root of hair
Artery-carries blood to papilla
Outer skin surface
Root of hair fallen out

Simply place the hair in the tweezer and after as little as 15 seconds the hair will slide out effortlessly and *permanently!*

This system uses a recently developed electrolytichair removal method from UK (similar to electrolysis without the use of needles) that painlessly eliminates unwanted facial or body hair even from sensitive areas and prevents new growth. Unlike common epilation and depilatory devices that can cause skin irritation, this system uses mild radio frequency pulses, that is absolutely safe, (between 26 and 27.125 MHz) delivered through the tweezers to remove hair without touching the skin. Applied for 15 to 20 seconds, the electronic pulses penetrate the hair shaft causing painless cellular decomposition of the root itself. The procedure typically requires only one application which keeps hair from growing back.

Unit is portable and plugs into household outlet. ABS plastic housing.

HAIR RAISING RESULTS THAT WON'T COME BACK TO HAUNT YOU!

Try it risk free. IGIÁ is backed by an exclusive risk-free home trial. Try it, and if you're not completely satisfied, simply return it within 30 days for a full refund, "no questions asked."

IGIÁ Hair Removal System
Comes complete with custom mirrored case, adapter and instruction booklet for 1 easy payment of only **$99.95**

FREE-Order now and pay in full and receive complimentary jars of Pre and Post Epilation Gel creams a $40 value.

For Faster service, call toll-free 24 hours a day

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30 Days Money Back Guarantee. Lifetime Warranty.
Please mention product code NTEL6

CHECK YOUR CHOICES BELOW

- ☐ Yes, please send me the complete IGIA™ system for just $99.95 $______
- ☐ ***SPECIAL*** send me one pre-epilation cleansing gel and one post-epilation cream for only $8.50 each. $______
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New York State Tax $______
GRAND TOTAL $______

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☐ Discover ☐ Check or Money Order

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Exp. Date____/____/____
Signature______

Please Print Legibly Below

Name:______
Address:______
City:______ State:____ Zip:______
Telephone:______

Please make checks payable and send to: **IGIÁ DIRECT, Dept. #NTEL6** 245 8th Ave., Suite #855, New York,NY 10011
New York state residents please add applicable sales tax.

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☐ Insure my entire order for just $9.95 (all items lost or damage in shipment will be replaced at no extra charge) $____

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Expiration Date__________

Signature__________

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30 Day Money-back Guarantee less S/H.

Free *information*

FROM OUR ADVERTISERS

Circle number(s) on the adjacent business reply card for free information. ***Offer ends August 31, 1997.***

ENTER TO WIN

two tickets to the Far East.

SEE PAGE 116.

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10. **Cybernet Data Systems:** Cybernet Data System's Edgar Online is the fastest and most complete source of U.S. public information and news on the web. Visit us on the internet at http://www.edgar-online.com.
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61. Martin E. Tessler, M.D. & Associates: A leader in the art of hair transplantation for over 23 years. Drs. Tessler & Aronovitz's technique results in a virtually pain-free procedure with fast and (often) easily concealed healing. For more information, call 1-800-531-7117.

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63. Grand Holiday Casino and Resort—Aruba: Visit our world-class casino or play over the phone. We have 42 operators to serve all your sports wagering needs. 1-800-961-1999.

64. ITT Sheraton Hotels & Resorts Hawaii: At ITT Sheraton Hotels in Hawaii, we are delighted to share the bounty of our Hawaiian islands combined with the beauty of our seven distinctive hotels on four islands. For more information call your travel agent or 1-800-STAY-ITT. Our world revolves around you.

65. Keio Plaza Inter-Continental Tokyo: Executive International Card—your passport to discounts and service in Tokyo.

66. Peabody Hotel: The South's grand new hotel.

67. Radisson Hotel Narita Airport: Exceptional meeting facilities located near Narita International Airport on 29 beautifully landscaped acres. Complimentary airport transportation. Ideal for regional Pacific Rim conferences, training seminars and weekend retreats. For reservations worldwide from U.S. and Canada, call 1-800-333-3333.

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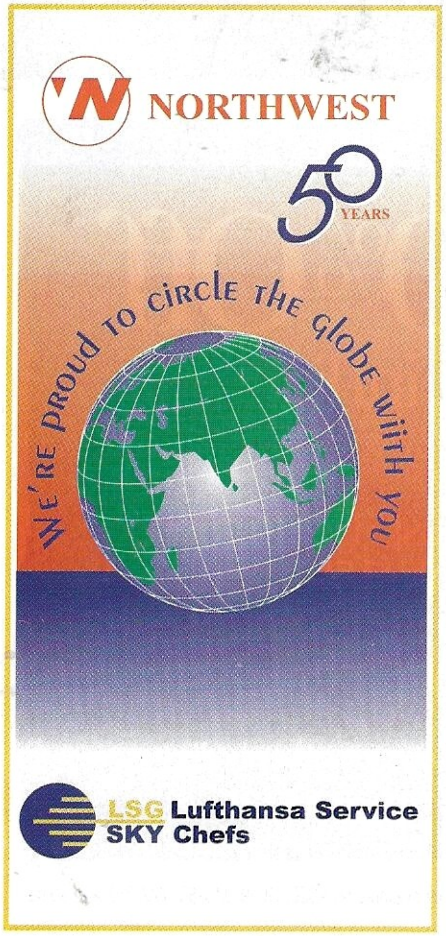
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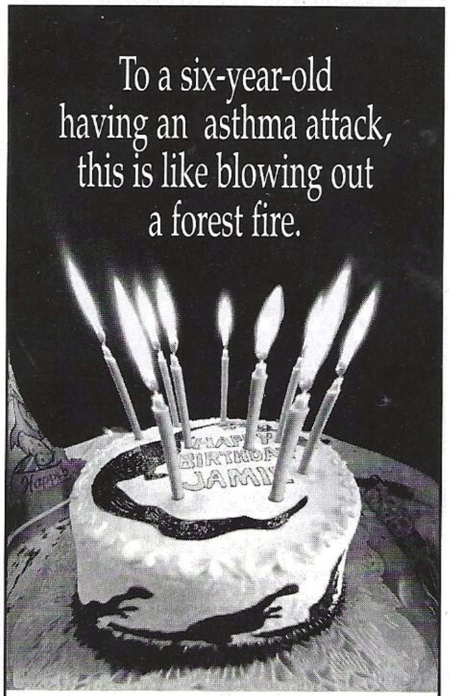
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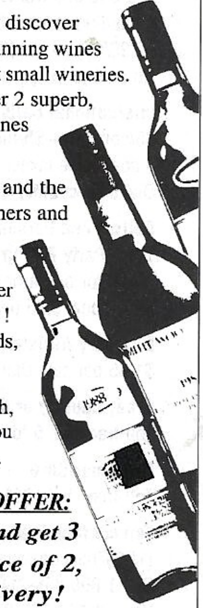

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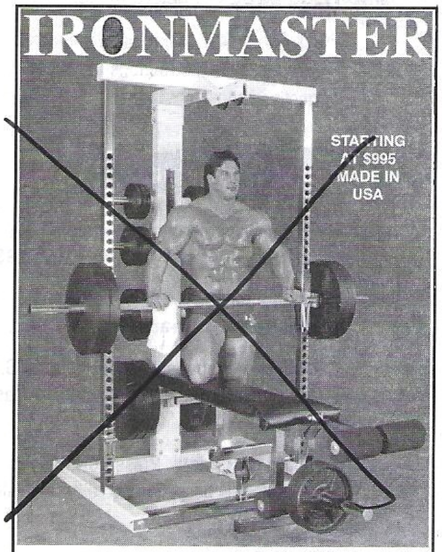
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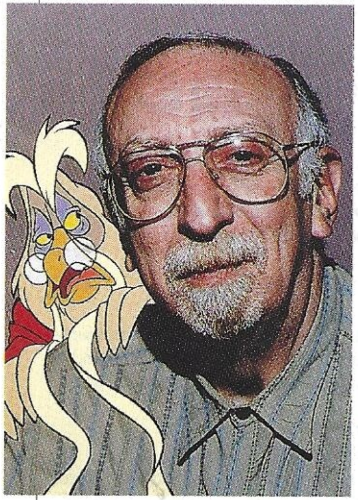
Though his film is filled with celebrity cameos, Cameron Crowe (right), writer/director of Jerry Maguire, *was unable to persuade legendary film director Billy Wilder to accept the role of Jerry's mentor.*

short takes



From Priest to Poets

Always a menace, never a mensch, that is **Tony Jay's** (above) cross to bear. The seldom-seen British actor has parlayed his rich bass voice and curled-lip delivery into such heavy roles as Judge Frollo in Disney's *The Hunchback of Notre Dame.*

"There is something about my voice that suggests the essence of evil to animators," says Jay. "But I have no complaints. It's a quality that has given me a lovely income."

A gentler side of Jay is revealed on the CD *Poets of Broadway.* Jay's dulcet tones can be heard reciting the lyrics to Broadway show standards, backed by full instrumental arrangements electronically created by Jay himself using a synthesizer. To order a copy of the CD, visit the web site *www.poetsonbroadway.com.*

Holy Bulging Biceps, It's Arnold!

In the coming *Batman and Robin,* the Caped Crusader himself, **George Clooney,** cedes top billing to the big man from Austria, **Arnold Schwarzenegger** (below with costar **Uma Thurman**). Looking more like a pumped-up Tin Man from *The Wizard of Oz,* Arnold endured the makeup chair for three hours a day to transform into the nasty Mr. Freeze. The procedure included the application of a special foam-latex bald cap and silver metallic paint both brushed and sprayed over the actor's face and arms.

Schwarzenegger says he studied the comic books and screened old episodes of the *Batman* TV series, featuring **George Sanders** and **Otto Preminger** as Mr. Freeze, before putting his own stamp on the character.

"I feel he is a villain with strongly sympathetic overtones. This makes him even more interesting to play," he says. "Whereas Batman is a hero who's dark around the edges, Mr. Freeze is a villain in whom some light still burns. There's the possibility of redemption. This is a long way from the pure evil I played in *The Terminator,* and I'd like to think it's part of my continuing growth as an actor."

Show Me the Mommy!

This may be the first item on *Jerry Maguire* that doesn't invoke the movie's overused catchphrase. A little-known fact about the film, just released on video, is that writer/director/producer **Cameron Crowe** (above) cast his own mother, Alice, as one of the members of the divorced-women's group.

"There will never be enough of her in the movie to please her," says Crowe. "She would torture me by saying, '**Martin Scorsese** puts his mother in everything he does.' And I'd say, 'OK, Mom, I can take a hint.' "

—*By David Fantle and Thomas Johnson*

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CHANNELS **14** **15**

My Fellow Americans
Comedy / 102 minutes ☾◎!
Two former chief executives who hate everything about each other become allies when a White House scandal implicates both of them. Cast: Jack Lemmon, James Garner
English and French soundtracks.

A Time To Kill
Drama / 119 minutes ☾✸
Available on flights from Korea
A young Southern lawyer defends a black factory worker accused of killing two racist thugs. Cast: Matthew McConaughey
English and Korean soundtracks.

The Stunt Woman
Drama / 100 minutes ✸
Available on flights from China and Hong Kong
A young martial artist struggles to become accepted by the closed world of stunt performers. Cast: Michelle Yeoh, Samo Hung
Mandarin and Cantonese soundtracks with English subtitling.

CHANNELS **16** **17**

Metro
Drama / 117 minutes ◎!✸☾
A successful, fast-talking hostage negotiator finds himself face-to-face with a psychotic killer. Cast: Eddie Murphy, Carmen Ejogo
English, Japanese and German soundtracks.

CHANNELS **18** **19**

Northwest is proud to bring you the Independent Film Channel, saluting the innovative spirit of maverick filmmakers. Available on flights from Asia or to Europe. Shown in English only.

The Daytrippers
Comedy / 88 minutes
A suspicious wife piles her dysfunctional family into a station wagon and sets off in search of her wayward husband. Cast: Stanley Tucci

Whitewash
Live-action short subject
During her baptism, a girl, disconnected from her cultural heritage, struggles to understand her identity within her new community.

Joy Street
Animated short subject
This animated poem captures the distraught psyche of a despondent woman whose futility is redeemed by nature.

westbound/southbound

CHANNELS **14** **15**

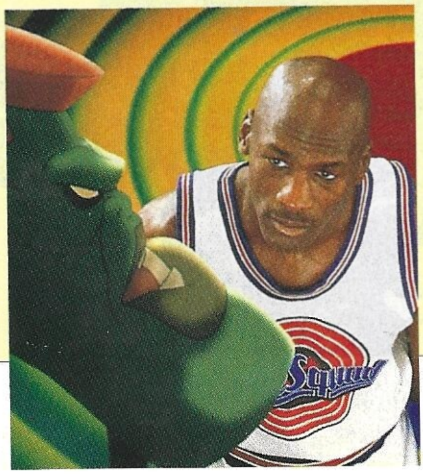
Michael
Comedy / 102 minutes
A team of tabloid journalists and an angel expert travel to Iowa in search of an angel named Michael. Cast: John Travolta
English and Japanese soundtracks, or French or German soundtrack.

The Client
Drama / 120 minutes ✸
Available on flights to Korea
A young boy hires an attorney to protect him from the mob and FBI. Cast: Susan Sarandon
English and Korean soundtracks.

Comrades, Almost a Love Story
Drama / 114 minutes ☾
Available on flights to China and Hong Kong
Young Jun and Qiau resist falling in love until a mutual interest brings them together. Cast: Maggie Cheang
Mandarin and Cantonese soundtracks with English subtitling.

CHANNELS **16** **17**

Space Jam
Comedy / 80 minutes
Bugs Bunny and his Looney Tunes cohorts seek the help of basketball great Michael Jordan to get them out of a jam. Cast: Michael Jordan, Wayne Knight, Theresa Randle
English and Japanese soundtracks, or French or German soundtrack.



CHANNELS **18** **19**

Northwest is proud to bring you the Independent Film Channel, saluting the innovative spirit of maverick filmmakers. Available on flights to Asia or from Europe. Shown in English only.

When Billy Broke His Head
Documentary / 57 minutes
An irreverent, no-apologies look at the lives of Americans with disabilities as told by director Billy Golfus, who found himself suddenly dependent upon others following a traffic accident.

Winter
Live-action short
Driven by the isolation only the deepest cold of winter can bring, a man finds religion in his TV.

Emperor of the Air
Drama / 40 minutes
An elderly high-school teacher is driven to desperate acts to ensure the safety of a beloved elm in his front yard.

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BUSINESS

CHANNELS 20 21

The Northwest Network Business Channel focuses on issues affecting business travelers and provides them with information to help navigate today's competitive environment. Watch the channel for an in-depth look at business worldwide.

One-on-One—Come behind the scenes with Ismail Merchant and James Ivory, the creative team behind Merchant-Ivory Productions. With such films as *A Room with a View* and *Remains of the Day* to their credit, they have discovered innovative ways of gaining wide exposure for independent films.

Future Tech—See how designers are using virtual reality to plan the cars of tomorrow, and meet the researchers who are close to curing the common flu.

Dollars and Sense—An informative look at how Asia's booming industrial markets will affect global economics.
English only.

SPORTS

CHANNEL 22

The Northwest Sports Network is proud to welcome aboard new host Ahmad Rashad, who will be traveling the globe to bring you the most exciting sporting events, player profiles and the latest news.

Golf Tips
Golf pro Tom Lehman shares tips and techniques to help you improve your game.

Sports Asia
A collection of highlights from recent Asian sporting events.

COMEDY

CHANNEL 24

Home Improvement
An evening of noncompetitive bowling for the Taylors strikes a different note when Jill wants to keep score after bowling two strikes.

Ellen
Ellen gets more trouble than she bargained for when she impersonates a fitness trainer.

Frasier
When Frasier and Niles invite their father out for a classy dinner, their plans fall through, and they end up eating at Martin's favorite restaurant—Timber Mill House of Beef.

Caroline in the City
Caroline's hometown honors her by dedicating a park in her name.

Seinfeld
Jerry and Elaine discover the true meaning of friendship when Jerry decides to pursue a romance with Elaine's attractive friend.

westbound/southbound

BUSINESS

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Future Tech—
A look at a company taking photos into cyberspace and high-tech gem mining in Sri Lanka.
English only.

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Sports Asia
A collection of highlights from recent Asian sporting events.

COMEDY

CHANNEL 24

I'm Old Enough
Japanese children confront the real world with hilarious results when they are given money and a list of items to purchase at the grocery store.

Absolutely Fabulous
Patsy is jealous of Edina's new boyfriend and tries to split them up.

Chef
Gareth is thrown into a panic when he must create the perfect meal to win the praise of revered French chef Albert Roux, who reserves a table for lunch at Café Anglais.

Anything for a Laugh
Hidden cameras capture unsuspecting subjects in funny situations.

Content Symbols

@!
Explicit Language

✷
Violent Content

☾
Adult Theme

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to PLACE a call

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   then follow recorded instructions.

   MCI Card Dial 1 800 access number,
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3. **Press NEW to place another call or**
   Press **END** to hang up.

to RECEIVE a call*

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2. **Hear beep** with incoming call. Press **ON** to hear calling party's number. Follow recorded instructions to accept or decline call.

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1. **Have document ready** on screen or data software ready to dial, but **DO NOT PRESS ON.**
2. Enter number you're calling in fax or data software: **,1+area code+number.**

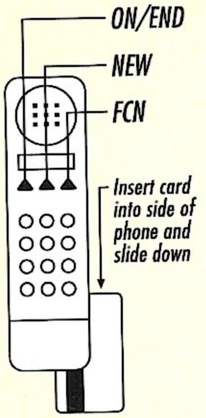
   Recommended modem speed: 4800 BPS. Be sure your carrier time-out is set for at least 60 seconds.
3. **To begin fax or data:** Press **FCN**, then **3**. Wait for double beep. Slide card through slot now.

   Listen for dial tone.
   To send: Execute the appropriate command in your communications software.

   Press **END** to hang up.

   Fax three or fewer pages at a time.

* Fax/data and ground-to-air service not yet available on all 757 and DC-10 aircraft. These services available when **FCN 6 to Reg** is displayed on handset.



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MARVIN'S ROOM

☾*Drama / 94 minutes*

Sisters Bessie and Lee haven't seen each other in 20 years. Lee headed to Ohio to raise a family. Bessie returned to the family home in Florida to take care of their bedridden father. Now Bessie has been diagnosed with leukemia and needs a bone-marrow transplant from a close relative. With her delinquent teenage son in tow, Lee returns home to confront her past and the uncertain future of her family. Cast: Meryl Streep, Diane Keaton

programming

EUROPE

To the USA from Europe
MARVIN'S ROOM
●●●
MOTHER
●●●
To Europe from the USA
IN LOVE AND WAR

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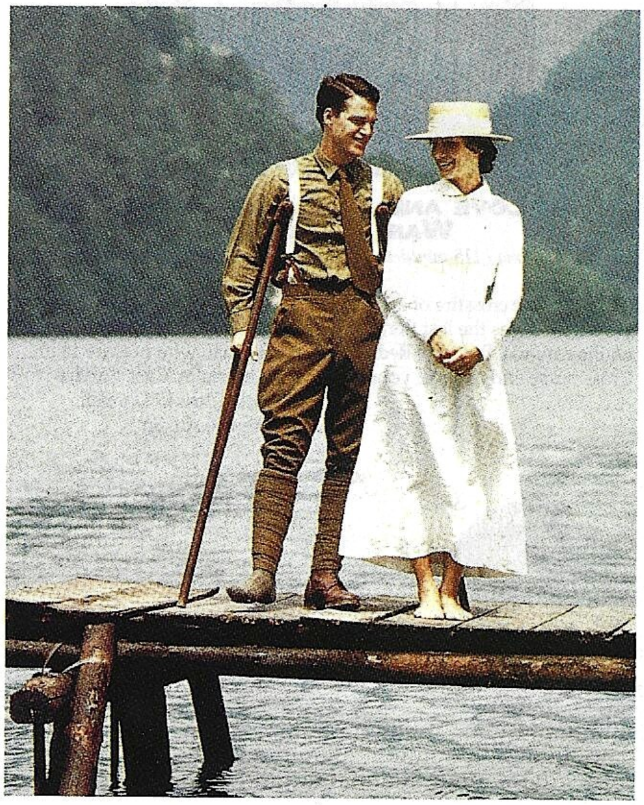

IN LOVE AND WAR

Drama / 115 minutes

Caught in the crossfire of a world at war, love was the last thing on their minds. But for a Red Cross nurse and a heroic young ambulance driver, an unlikely romance blossomed in the summer of 1918 that would forever change their lives. Based on the true story of Ernest Hemingway and nurse Agnes von Kurowsky, the woman who nurtured him back to health. Cast: Sandra Bullock, Chris O'Donnell, Mackenzie Austin

MOTHER

◎! ☾*Comedy / 104 minutes*

After two divorces, writer John Henderson realizes if he doesn't straighten out his relationship with his mother, he'll never be able to make another romance work. So he packs his bags, moves back home and tries to figure out exactly where everything went wrong. Cast: Albert Brooks, Debbie Reynolds

Content Symbols

◎!
Explicit Language
✸
Violent Content
☾
Adult Theme

from japan &

THE STUNT WOMAN

✸ *Action / 100 minutes*

A martial artist arrives in Hong Kong with no other qualifications than those of a stuntwoman. Alone and isolated, she has yet to be accepted by the closed world of stunt performers. In her struggle for acceptance, she is aided by an experienced stunt leader who admires her skill and determination. When he is killed, she suddenly finds herself cast in her former mentor's role. Cast: Michelle Yeoh, Samo Hung

Content Symbols

@! **Explicit Language**

✸ **Violent Content**

☾ **Adult Theme**

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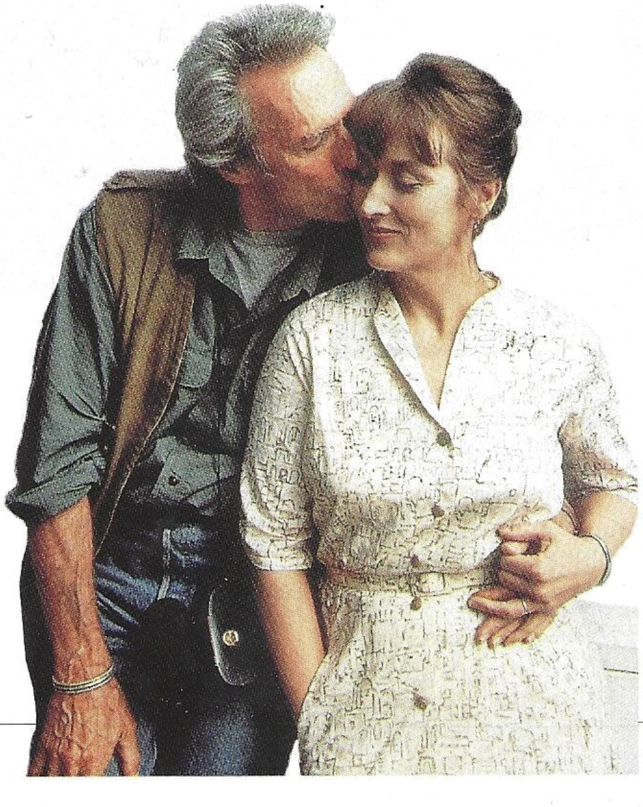
イン・ラブ・アンド・ウオー

ドラマ／東回り路線の一部



THE BRIDGES OF MADISON COUNTY

Romance / 135 minutes ☾

A *National Geographic* photographer travels to Madison County, Iowa, to take pictures of the covered bridges. After getting lost, he stops to ask for directions at a farmhouse, where he meets Francesca Johnson, whose husband and children are away at the state fair. Cast: Clint Eastwood, Meryl Streep

マディソン郡の橋

ドラマ／東回り路線の一部

southeast asia

JERRY MAGUIRE

Drama / 117 minutes ☾

When a top agent at a sports-management agency is fired after writing an ill-received mission statement, he is forced to start from scratch. Cast: Tom Cruise, Renee Zellweger

ザ・エージェント

ドラマ／東回り路線の一部

THE PREACHER'S WIFE

Comedy / 124 minutes

An angel comes to Earth a few days before Christmas to help a dedicated minister save his church and winds up falling in love with the preacher's wife. Cast: Denzel Washington, Whitney Houston

ザ・プリーチャーズ・ワイフ

コメディ／東回り路線の一部

A TIME TO KILL

Drama / 119 minutes ✷☾

When his daughter is brutally assaulted by two racist thugs on a drunken spree, Mississippi factory worker Carl Lee Hailey shoots both men in an act of passionate retribution. Carl Lee seeks the help of an eager young lawyer, Jake Brigance, to defend him. As tensions threaten to explode in the small Southern community, Jake and Carl Lee must find a way to transcend their differences and work together for the same cause—equal justice. Cast: Matthew McConaughey, Samuel L. Jackson

programming

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JERRY MAGUIRE

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THE BRIDGES OF MADISON COUNTY

Third feature also shown on flights from Beijing to Detroit

THE STUNT WOMAN

Third feature also shown on flights from Hong Kong to Seattle

THE STUNT WOMAN

Third feature also shown on flights from Korea to Detroit

A TIME TO KILL

• • •

From Japan to Hawaii

THE BRIDGES OF MADISON COUNTY

• • •

From Japan to Bangkok, Manila, Hong Kong, Singapore and Shanghai

THE PREACHER'S WIFE

SELECTED MOVIES ARE AVAILABLE IN LANGUAGE OF DESTINATION.

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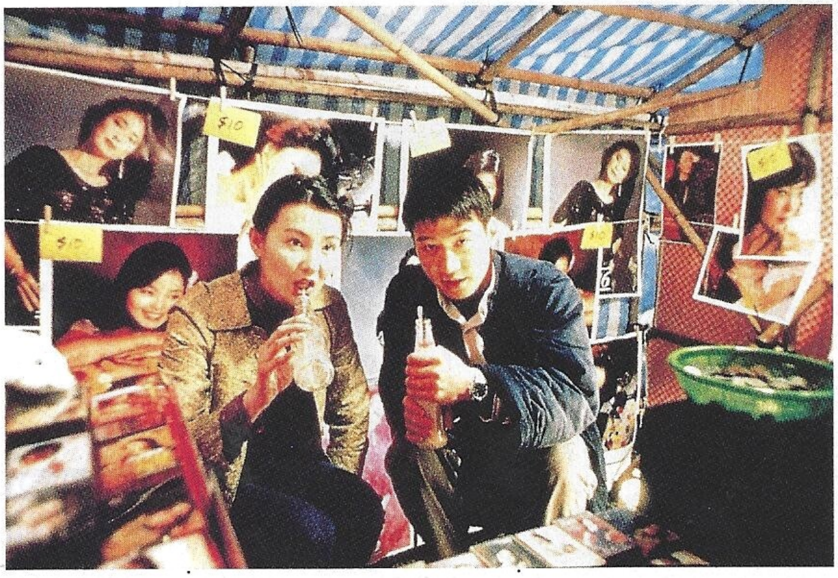


Comrades, Almost a Love Story

Drama / 114 minutes

Jun and Qiau are as different as possible. Jun is an innocent young man from northern China, and Qiau is a strong-minded woman from Guanzhou. Together, they arrive in Hong Kong to fulfill their dreams. The only thing they have in common is their mutual love of popular singer Teresa Tang. Their friendship gradually builds into a romance, but can it last? Cast: Maggie Cheang

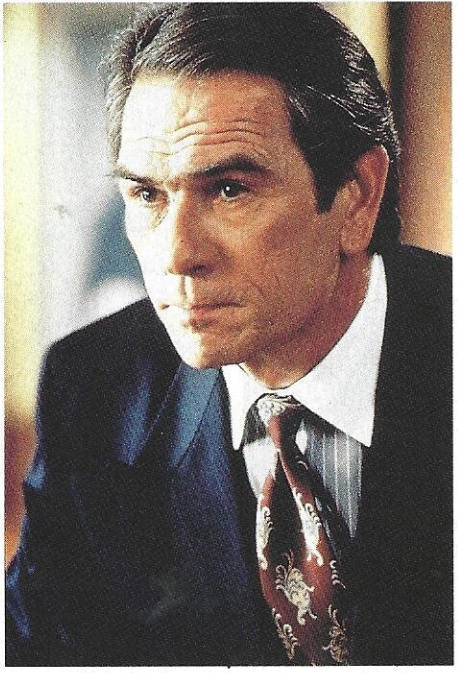
Love Affair

Romance / 107 minutes

In this remake of the classic romantic tale, two people fall unexpectedly and deeply in love, though they are both engaged to others. They agree to have no contact with each other and to meet in three months. But on the way to their rendezvous, she is injured, and he assumes she chose not to honor their commitment. But just when it appears they are destined never to meet again, fate intervenes. Cast: Warren Beatty

ラブ・アフェア

ドラマ／西回り路線の一部



The Client

Drama / 120 minutes

Eleven-year-old Mark Sway witnesses a suicide in the woods near his home but not before the man reveals a secret about the recent murder of a U.S. senator. The mob, certain the man said too much before he died, threatens to kill Mark and his family. So Mark hires lawyer Reggie Love to protect them. She is determined to help him, but with the FBI and the mob both closing in, Reggie realizes she may be in over her head. Cast: Susan Sarandon

southeast asia

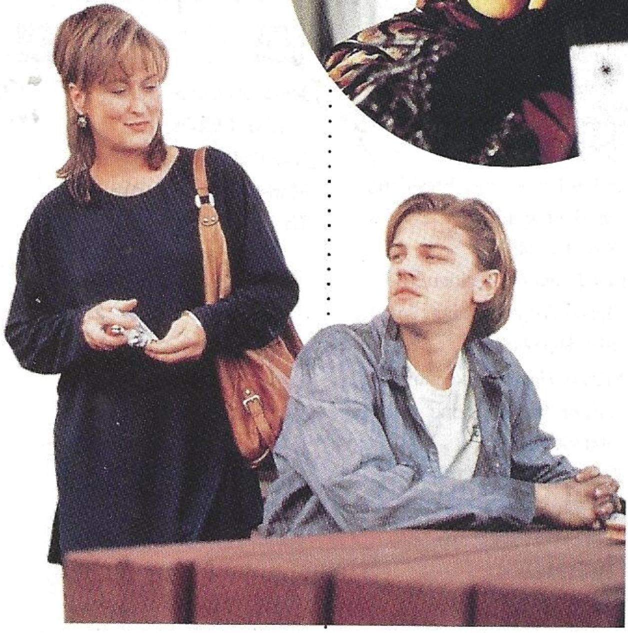
101 DALMATIANS

Comedy / 103 minutes

The happy household of dalmatians Pongo and Perdy is thrown into a state of chaos when their pups are stolen along with a boodle of other dalmatians from London. The fashionable, fur-loving Cruella DeVil is the likely suspect. With Pongo and Perdy hot on the trail of the missing pups, Cruella and her cohorts shift the comedy into high gear. Cast: Glenn Close

101匹わんちゃん

コメディ／西回り路線の一部



MARVIN'S ROOM

Drama / 94 minutes ☾

Sisters Bessie and Lee haven't seen each other in 20 years. Lee headed to Ohio to raise a family. Bessie returned to the family home in Florida to take care of their bedridden father. Now Bessie has been diagnosed with leukemia and needs a bone-marrow transplant from a close relative. Cast: Meryl Streep

マービンズ・ルーム

ドラマ／西回り路線の一部

MOTHER

◎! ☾ *Comedy / 104 minutes*

After two divorces, writer John Henderson realizes if he doesn't straighten out his relationship with his mother, he'll never be able to make another romance work. So he packs his bags, moves back home and tries to figure out exactly where everything went wrong. Cast: Albert Brooks, Debbie Reynolds

マザー

コメディ／西回り路線の一部

Content Symbols

◎! **Explicit Language**

✷ **Violent Content**

☾ **Adult Theme**

programming

TO JAPAN & SOUTHEAST ASIA

On all flights to Asia from the USA except from Hawaii
MARVIN'S ROOM
MOTHER

Third feature also shown on flights to Narita from New York, Chicago, Detroit and Minneapolis, and to Osaka from Detroit or Minneapolis
LOVE AFFAIR

Third feature also shown on flights to Beijing from Detroit
COMRADES, ALMOST A LOVE STORY

Third feature also shown on flights to Hong Kong from Seattle
COMRADES, ALMOST A LOVE STORY

Third feature also shown on flights to Korea from Detroit
THE CLIENT

• • •

To Japan from Hawaii
MARVIN'S ROOM
LOVE AFFAIR

• • •

To Japan from Bangkok, Manila, Hong Kong, Singapore and Shanghai
101 DALMATIANS

SELECTED MOVIES ARE AVAILABLE IN LANGUAGE OF DESTINATION.

rhythms

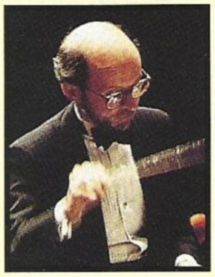
programming

To determine audio availability, match the color and aircraft type with the colored numbers listed by each channel.

Code:
- 🟦 A-320 & 747-400 (a)
- 🟨 DC-10
- 🟥 747-100/200
- 🟩 757

*** Not available**

(a) Audio available on select A-320 flights.



Classical selections chosen by Philip Brunelle, artistic director for the Plymouth Music Series of Minnesota.

JAPANESE FAVORITES

5 5 5 1

Everything (It's You) / Mr. Children
Days / 藤井フミヤ
もうチョットだけ何か足りない / スターダストレビュー
After The Rain / Tube
真冬の帰り道 / 広瀬香美
秋冬 / ラブ・サントス
うそつき / 香田晋
風岬 / 田川寿美
木曽路の女 / 渥美二郎
白い雲のように / 猿岩石
時代屋の男たち / 唐木淳
忘れかけたあなたへのメリークリスマス / 松任谷由実
Together / 布袋寅泰
物語は続いて行く / To Be Continued
ガッツだぜ!! / ウルフルズ
A.S.A.P. / Little Kiss
トラブルメーカー / 相川七瀬
女ひとり花 / 樹ゆうこ
北の慕情 / 大川栄策
春雨の宿 / 若山かずさ
祝い酒 / 坂本冬美
Shake / SMAP

THE BUSINESS GLOBETROTTER

6 6 6 2

The Business Globetrotter presents executives from companies on both sides of the Pacific whose products are leaders in their fields.

- Nikkei America, Inc.
  800/322-1657
- *Nellie Fong*, Executive Committee Chairman, The Better Hong Kong Foundation
  852-2861-2622
- *Ronnie Chan*, Trustee, The Better Hong Kong Foundation and Chairman, Hang Lung Development Co., Ltd.
  852-2861-2622
- *Nigel Burton*, Director, Small Business, Microsoft Corporation
  206/882-8080
- *Tom Scott*, Vice President and General Manager, Toshiba Computer Systems Division, Toshiba America Information Systems, Inc.
  800/334-3445
- *Marc Sokol*, Senior Vice President, Advanced Technology, Computer Associates International, Inc.
  800/225-5224
- *Dennis Farmer*, Vice President, Marketing, Imation
  888/466-3456
- *David Coulter*, President, Technology Guardian, Inc.
  888/895-0007
- *Michael Hopkins*, Executive Editor, *Inc.* magazine
  800/842-1344
- *Richard Edelman*, President and Co-Chief Executive Officer, Edelman Public Relations Worldwide
  212/768-0550
- *Jack Brodsky*, Motion Picture Producer
  818/990-2267
- *Chris Schulz*, Publisher, *World Trade Magazine*, Freedom Communications
  800/640-7071
- *J. Dennis O'Connor*, Provost, The Smithsonian Institution
  202/357-2627
- *Jim Sager*, Associate Director, Pension Investment Services, The Principal Financial Group
  800/986-EDGE

Transcripts available on our web site: www.FLIGHTALK.com.

CURTCO
FREEDOM
PRODUCTIONS

To participate, contact:
Elizabeth Montgomery,
Executive Producer,
FLIGHTALK Network
Phone: 818/225-5932
Fax: 818/225-5937
e-mail: lizonair@aol.com

CLASSICAL 1

7 11 7 3

Music of Ottorino Respighi
(EMI Classics)
Oslo Philharmonic Orchestra
Mariss Jansons, conductor
The Pines of Rome, The Fountains of Rome and "Giubileo" from *Roman Festivals*

Giuseppe Verdi: Great Soprano Arias
(RCA Victor Red Seal)
Carol Vaness, soprano
Dennis O'Neill, tenor
Bavarian Radio Orchestra and Chorus
Roberto Abbado, conductor
Arias from *La Traviata, Macbeth, Otello* and *Il Trovatore*

JAZZ SPOTLIGHT

8 9 8 4

Mean to Me / Clark Terry and the Metropole Orchestra
Blues on the Corner / The Cincinnati Seven Jazz Septet
Red Top / Billy Marcus
Manhattan / Bill Mays
I Could Write a Book / Johnny Hartman
What Is This Thing Called Love / Benny Carter
You'd Be So Nice To Come Home To / Stan Getz
Bill's Hit Tune / Bill Evans Trio
God Bless the Child / Tony Bennett and Billie Holiday
Tones for Ben / Joe Sample
Moments Notice / Arturo Sandoval

rhythms

Freckle Face / Frank Capp Juggernaut
Strollin' / Gene Harris Quartet
Where Can I Go Without You / Natalie Cole
Rob Roy / Oscar Peterson
The Grinning Song / Barry Goldings
"Little J" / University of North Texas Two O'Clock Jazz Band
James / Bob James Trio

THE SOUND OF PHILADELPHIA

9 10 9 *

Expressway to Your Heart / Soul Survivors
Cowboys to Girls and *Love Is like a Baseball Game* / The Intruders
Only the Strong Survive and *Never Give You Up* / Jerry Butler
La La Means I Love You / The Delfonics
I'll Be Around, They Just Can't Stop It (The Games People Play) and *Rubberband Man* / The Spinners
Then Came You / The Spinners with Dionne Warwick
Betcha By Golly, Wow and *Break Up To Make Up* / The Stylistics
You Make Me Feel Brand New / The Stylistics featuring Airrion Love and Russell Thompkins Jr.
I Can't Stop Dancing / Archie Bell and the Drells
Don't Let the Green Grass Fool You / Wilson Pickett
Back Stabbers, Love Train, Use Ta Be My Girl and *For the Love of Money* / The O'Jays
If You Don't Know Me by Now / Harold Melvin and the Blue Notes
Close the Door / Teddy Pendergrass
Me and Mrs. Jones / Billy Paul
Sideshow / Blue Magic
Kiss and Say Goodbye / The Manhattans
Hey There Lonely Girl / Eddie Holman
You'll Never Find Another Love like Mine / Lou Rawls
Ain't No Stoppin' Us Now / McFadden and Whitehead
TSOP (The Sound of Philadelphia) / MFSB

CLASSICAL 2

10 7 10 6

Tadeusz Majewski, pianist
(Emerald Classics)
Mozart: 12 variations on *Ah, Vous Dirai-je, Maman*
Chopin: Prelude in B minor, Opus 28, #6; Prelude in D-flat major, Opus 28, #15; Mazurka in C-sharp minor, Opus 63, #3; Mazurka in G minor, Opus 67, #2; Polonaise in A-flat major, Opus 53
Schubert: Piano Sonata in A major, D. 664 (Andante-Allegro)

Music of Georg Philipp Telemann
(BMG Classics)
Camerata Köln
Concertos for woodwind instruments and strings

HOOTIE AND THE HITS

11 8 * 7

With their multiplatinum debut, *Cracked Rear View*, and its successful follow-up, *Fairweather Johnson*, Hootie and the Blowfish escaped the nightclubs of South Carolina to capture a nation with their heady mix of barroom boogie and Southern blues.

Hold My Hand, Time, Only Want To Be with You, Drowning, I'm Going Home, Let Her Cry, Old Man and Me, Sad Caper, Silly Little Pop Song, I Go Blind

Listen to these hot hits.
Dead City / John Mayall
Resignation Superman / Big Head Todd and the Monsters
She Runs Away / Duncan Sheik
Sunny Came Home / Shawn Colvin
The World Tonight / Paul McCartney
One Headlight / The Wallflowers
Lie to Me / Jonny Lang
Blood on the Dance Floor / Michael Jackson
Return of the Mack / Mark Morrison
Look at Me / Real McCoy
Too Late, Too Soon / Jon Secada

COUNTRY HIGHLIGHT

12 * 11 8

On the Verge / Collin Raye
Loved Too Much / Ty Herndon
We Danced Anyway / Deana Carter
A Man This Lonely / Brooks and Dunn
She's Going Home with Me / Travis Tritt
Fit To Be Tied Down / Sammy Kershaw
She Said, He Heard / Suzy Bogguss
Life Goes On / Little Texas
Places I've Been / Mark Wills
Let It Rain / Mark Chestnutt
Cry, Cry, Cry / Highway 101
The Used To Be's / Daryle Singletary
For the Good Times / Ray Price
Good as I Was to You / Lorrie Morgan
Breakfast in Birmingham / David Lee Murphy
She Drew a Broken Heart / Patty Loveless
No Man's Land / John Michael Montgomery
I'd Rather Ride Around with You / Reba McEntire
Seven Year Ache / Rosanne Cash
Be Honest / Thrasher Shiver
Unchained Melody / LeAnn Rimes
Take It from Me / Paul Brandt
Who's Cheatin' Who / Alan Jackson
True Lies / Sara Evans
Heartbroke Every Day / Lonestar
One Precious Love / Prairie Oyster
Cry on the Shoulder of the Road / Martina McBride
The Hopechest Song / Stephanie Bentley
Above and Beyond (The Call of Love) / Rodney Crowell
I Only Get This Way with You / Rick Trevino

EASY LISTENING

13 * * 9

The Moment / Kenny G
Dream Come True / Fourplay
Himalayan Sunset / Joaquin Liévano
You've Got a Friend / James Taylor
Available Light / Peter Kater
Someone To Watch Over Me / Linda Ronstadt
Midnight Drive / Tommy Emmanuel
Apt. #3 / Acoustic Food Chain
Friends in Love / Dionne Warwick and Johnny Mathis
Papillon / Acoustic Alchemy
Letting Go / Michael Gettel
Holding Back the Years / Randy Crawford
Tears of Gold / Lee Eisenstein
As Far as the Eye Can See / Fowler and Branca
Soledad / Jesse Cook
Are You Lonesome Tonight / Elvis Presley
Pahoa Honeymoon / Matt Balitsaris and Jeff Berman
Harbor Lights / Midnight Skye
Road to Freedom / Wind Machine
Moonlight in Vermont / Tony Bennett
The Nameless Beloved / Celestial Winds

beverages & food

Complimentary Beverages

Pepsi, Diet Pepsi, Slice, Diet Slice, Diet Dr Pepper, Perrier Mineral Water, La Croix Sparkling Water, Lipton Brisk Iced Tea, Canada Dry Club Soda, Canada Dry Tonic Water, Mott's Apple Juice, Mr. & Mrs. T Bloody Mary Mix, Campbell's Tomato Juice, Ginger Ale, Orange Juice, Texsun Pink Grapefruit Juice, Coffee, Decaf Coffee, Tea

7Up and Diet 7Up may be substituted for Slice and Diet Slice in selected markets.

Spirits and Liqueurs

Maker's Mark Bourbon, Jack Daniel's Whiskey, Seagram's V.O. Canadian Whisky, **Chivas Regal Scotch,** Johnnie Walker Black Label Scotch, Dewar's White Label Scotch, **Glenlivet Pure Single Malt Scotch Whisky,** Beefeater Gin, **Bombay Sapphire Gin,** Bacardi Rum, Smirnoff Vodka, **Absolut Vodka,** Christian Brothers Brandy, Baileys Irish Cream, BOLS Graan Jenever, Martell V.S.O.P. Cognac, **Courvoisier V.S.O.P. Cognac,** Amaretto di Saronno, Campari, Eisen Sake

Boldface indicates premium spirits and liqueurs available in First Class and World Business Class.

Wines

First Class

1995 Haywood California Chardonnay

1996 Lindeman's Bin 65 Chardonnay

1995 Chateau La Joya Colchagua Merlot

Main Cabin

Glen Ellen Cabernet Sauvignon

Inglenook Chardonnay

Beverage selection will vary by market and class of service. For a listing of International First Class and World Business Class wines and champagnes, please refer to the printed menus.

Beer

Heineken, Henry Weinhard's Private Reserve, Augsburger Seasonal Selection, Miller Genuine Draft, Miller Lite, **Asahi, Kirin, Suntory, OB Beer, Grolsch, Tiger, Tsing Tao**

Boldface indicates beers available on selected international flights.

PRICES FOR BEVERAGES ON DOMESTIC FLIGHTS

Alcoholic beverages are available for a charge in the Main Cabin:

$3–All nonpremium beer

$4–Premium beer (Henry Weinhard's and Augsburger Seasonal Selection); spirits and liqueurs; wine splits

$4–Molson Ice available on flights to Canada; Tecate available on flights to Mexico

Northwest Airlines recycles plastic, aluminum and paper as part of our waste-management program.

On All Domestic Flights

Henry Weinhard Premium Beer

Henry Weinhard, a "handmade" beer, is brewed in the Pacific Northwest by the Blitz-Weinhard Brewing Company. Founded in Fort Vancouver in 1856 by German brew master Henry Weinhard, the beer has enjoyed great popularity ever since. It continues to be brewed using the same premium ingredients: hops and barley grown in the Northwest and pure, fresh water from the Cascade Mountains. Ask your flight attendant for a Henry's!

Augsburger Specialty Beer

AMERICAN LAGER
AUGSBURGER
BEER

Northwest Airlines is pleased to introduce Augsburger American Lager, a unique selection of beer as varied as the seasons it is served in.

Red (spring): This American red lager is a rich blend of pale malt and drum-roasted caramel malt.

Weiss (summer): A light, fruity American wheat beer that's refreshingly thirst-quenching. Wheat, or weiss, beer has long been enjoyed by Germans in summer.

Oktoberfest (autumn): A rich, amber beer brewed especially for Oktoberfest.

Winter Festbier (winter): Brewed to herald the winter season, this full-flavored wheat beer is spiced with cinnamon and nutmeg—perfect for toasting the holidays.

On All Domestic and International Flights

Caravali Gourmet Coffee

Hand-roasted in Seattle, Washington, Caravali Coffees have won numerous regional awards and five national Gold Medals from "Chefs in America." They are the ultimate in premium coffee. Using only the finest *Arabica* coffee beans, Caravali Coffees are roasted to a "Full-City Roast" that produces one of the smoothest, richest coffee beans you've ever tasted. For the name of the nearest Caravali dealer, call 800/647-JAVA.

special products

On Select Flights Out of Detroit

Country Preacher Cookie

Using a great-grandmother's recipe, Reverend Jim Holley formed Country Preacher Cookie. The proceeds from the sale of the cookies fund the Children in Progress (CHIP) Foundation. This program fosters a partnership among students, parents, teachers and corporate America, supporting social outreach programs for inner-city youths. 800/992-CHIP.

Leonardo's Pizza

Leonardo's family-owned Pizzeria and Restaurant has served the Detroit area since 1984. Known for its Sicilian deep-dish and specialty pizzas, Leonardo's has been honored by the *Detroit News* as Real Food and named by the Associated Press as Best Pizza. It's no wonder Leonardo's has earned strong customer loyalty. 313/326-2560.

Sourdough Bread Factory

The Sourdough Bread Factory is the first producer of real sourdough in Michigan. When in Detroit, look for these fabulous breads at any of Matt Prentice's Unique Restaurant Corporation restaurants, or pick up a loaf at any Merchant of Vino Marketplace. 810/737-4URC.

Mackinac Island Fudge Ice Cream

Ryba's Mackinac Island Fudge Ice Cream bar uses the same secret recipe that has made it a family favorite since 1887. Winner of the Best New Item award at the 1993 Ice Cream Vendor Show in San Diego. 800/692-5548.

Kowalski Meats

Since it was founded in 1920, the Kowalski Company has always been known for its uncompromising insistence upon quality. Northwest Airlines currently is serving Smoked Turkey in First Class. Look for delicious Kowalski meat products in supermarkets and independent delicatessens in Michigan. Gift boxes available. 800/982-2674.

Guernsey Farms Dairy

Family tradition—that's the secret ingredient that has made Guernsey Farms Dairy products a Michigan favorite for more than 50 years. The McGuire family has maintained strict quality standards based upon a formula carefully developed by John McGuire after attending Michigan Agricultural College (Michigan State University). Come visit us in Northville, Michigan, or give us a call at 810/349-1466.

Chesapeake Bagel Bakery

Founded in 1981 in Washington, D.C., Chesapeake is the nation's first and largest full-scratch bagel bakery franchise. Our bagels are mixed, boiled and stone-hearth baked all day, every day, at every store. Our broad menu provides a healthy alternative to fast-food dining for you, your family and friends right in your own neighborhood. Interested in a franchise? 800/4ABAGEL.

On Select Flights Out of Halifax

Bagel Works

Native New Yorkers David and Randi Adler established Bagel Works in 1990. Their authentic New York-style boiled bagels were voted Halifax's Best Bagel by the *Daily News*. Sixteen varieties are baked fresh daily, including the plain, whole-wheat and cinnamon-raisin bagels featured on Northwest Airlines. Truly delicious! 902/42BAGEL.

On Select Flights Out of Memphis

Corky's Bar-B-Q

A family-owned Memphis landmark, Corky's famous Bar-B-Q has been voted #1 Bar-B-Q in Memphis for seven consecutive years. Call 800/9CORKYS for overnight delivery.

Mississippi Mud Brownies

Mark Moffett's Mississippi Mud Brownies, which include a blend of Southern pecan coffee, are completely handmade, hand-cut and hand-packed. They are available in gift boxes through mail order. 212/465-3357.

On Select Flights Out of San Francisco

Noah's Bagels

In 1986, Noah Alper ate a bagel in a neighborhood joint in Brooklyn and experienced perfection. In 1988, he brought that perfection to the Bay Area with the opening of Noah's Bagels. All of Noah's Bagels are handmade, tasty, big and crusty on the outside and chewy inside. 510/655-NOAH.

special products

On Select Flights Out of Los Angeles

La Brea Bakery

"Bread makers across the country credit Nancy Silverton's La Brea Bakery as the one responsible for starting the current bread boom."—*Bon Appetit*, September 1993. When visiting La Brea Bakery at 624 South La Brea, stop in next door at our restaurant—Campanile—for breakfast, lunch or dinner.

On Select Flights Out of Seattle

Grand Central Bakery

In 1990, *Bon Appetit* included Grand Central Bakery among the 10 best bakeries in the nation, and its bread has been repeatedly voted Seattle's Best Bread. The breads are made with the highest-quality ingredients using traditional European methods of developing and baking the dough. 206/622-3644.

Dankens Gourmet Ice Cream

Since 1983, Dankens has created the richest, smoothest and most flavorful ice creams possible. Our award-winning ice creams and sorbets are featured in many regional restaurants and supermarkets. Dankens, Seattle's Dream Cream, proudly incorporates the ingredients of the Northwest's most unique products into its ice creams. 206/932-4774.

SPoT Bagels

Breaducate Yourself! Voted Seattle's Best Bagel, SPoT Bagel Bakery provides the highest-quality bagels. Aging the dough seven hours before boiling and slow-baking it on a hearth give it a crunchy crust and a chewy center.

On Select Flights Out of the East Coast

Buns of Boston

Known for their commitment to quality in scones, sticky buns, macaroons and more since 1991, Buns of Boston has twice been voted Best of Boston by *Boston Magazine* and regularly featured in the *Boston Globe*. When your feet are back on the ground, seek out our other delicious creations for great taste you won't forget. 1-888/GET-BUNS.

On Select Flights Out of the Twin Cities

Lloyd's BBQ

Lloyd's has been committed to quality and great taste since first producing their famous natural hickory-smoked BBQ products. Lloyd's famous BBQ Sauce and specially seasoned hickory-smoked BBQ meats are available in supermarkets and restaurants nationally. 800/999-1221.

Sonny's Ice Cream

Since 1945, Sonny Siron has been cranking out one batch of ice cream at a time. Sonny's Ice Cream has been voted the Best Ice Cream in numerous publications. The secret? Incredibly high standards: Only natural ingredients are used—fresh fruit, cream, nuts and liquors. Sonny's 900-square-foot factory is attached to a dessert café on 34th and Lyndale Avenue South in Minneapolis. 612/822-8189.

Leeann Chin Chinese Cuisine

For award-winning Cantonese and Sichuan food, look no further than Leeann Chin Chinese Cuisine! Leeann Chin's restaurants and carryouts offer the most popular Chinese appetizers, entrées and salads in the Twin Cities. 800/784-0029.

Bridget Murphy's Koala Kookies

Wow—try these! Bridget brought her family cookie recipe from Australia to Minneapolis in 1984, adapted it to American tastes and *voilà*… Koala Kookies! Sample all four gourmet varieties—White and Dark Chocolate Dip, Macadamia White Chocolate Chunk and Cinnamon-Raisin. 800/743-1153.

Davanni's

Stop those hunger pangs with pizza and hot hoagies from Davanni's. Hand-pounded New York, Chicago deep-dish and thin-crust pizzas are Davanni's mark of distinction. Voted Best Delivered Pizza by *Minneapolis-St. Paul Magazine*. All 15 Twin Cities locations are locally owned and operated. 612/927-2300.

French Meadow Bakery

In 1990 and 1993, *Bon Appetit* magazine included French Meadow Bakery among the 10 best bread bakeries in the nation. All of French Meadow's organic, handmade, rustic breads are available by mail or at our bistro café at 2610 Lyndale Avenue South. 612/870-4740.

special products

On Select Domestic Flights

Colombo Frozen Yogurt

Only Colombo Shoppe Style gives you what you love most about your favorite frozen yogurt shoppe: soft, creamy frozen yogurt. So soft, it's hard to resist. 800/637-5198.

Big City Bagels

Made from the finest all-natural ingredients, Big City Bagels are created using a recipe perfected over 20 years. Made the old-fashioned way: The dough is boiled in kettles then slow-baked to perfection. Served on selected flights out of New York, Los Angeles and Orange County. Want to open a bagel store? 800/88BAGEL.

Famous Pacific Dessert Company

The Famous Pacific Dessert Company bakes a full line of gourmet desserts, cakes and brownies, including the Gorilla Bar and Chocolate Decadence. Voted Best Desserts in Seattle three years running. Pacific Dessert Company ships coast to coast. 800/666-1950.

Häagen-Dazs

Rare bourbon vanilla beans sourced from Madagascar. Strawberries harvested in Oregon at the peak of ripeness. Equatorial cocoa beans processed in Holland. Fine ingredients combined with the omission of additives and stabilizers are what make Häagen-Dazs the finest ice cream in the world. Taste the difference! 800/359-0018.

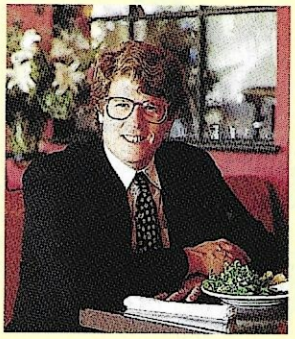
On Select Flights to Europe

Desserts by David Glass

According to *The New York Times,* David Glass' Ultimate Chocolate Truffle Cake is "considered by many chocolate lovers to be the ultimate dessert." Made of only all-natural ingredients. So delicious that you'll swoon. Call 800/DAVID-99 for a catalog. In Connecticut, call 860/525-0345.

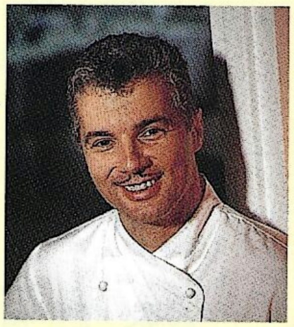
Consulting Chef Team

Ten of the country's most imaginative chefs have been working with Northwest to create better-tasting entrées for our passengers in First Class and World Business Class. Their emphasis on fresh regional products, combined with their relentless culinary creativity, has given Northwest passengers a chance to sample this full-flavored cuisine no matter where they live. Meet three members of the team.

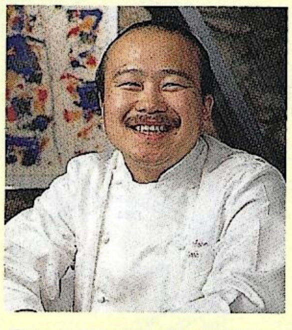


Food consultant and Northwest Airlines chef team coach Ed Levine is the author of *New York Eats* and the forthcoming *New York Eats More* (St. Martin's Press). He also reviews moderately priced restaurants for the *New York Daily News* and is the food correspondent for Fox News.

The Peabody
MEMPHIS



Master Chef Jose Gutierrez, one of only 45 master chefs in America, combines classical French culinary training and Southern ingredients to create a cuisine all his own. When in Memphis, call Chez Phillipe at the Peabody Hotel at 901/529-4188.



TERRA

For Hiro Sone, cooking is art. From the kitchen of his restaurant, Terra, located in the heart of California's Napa Valley, Hiro mixes an innovative palette of unexpected flavors from Europe and the Orient. When in Napa Valley, call Terra at 707/963-8931.

airport terminals

Check-in 票務処
チケットカウンター 티켓 카운터

KLM Transfer Desk

Baggage Claim 行李提領處
手荷物預かり所 짐찾는곳

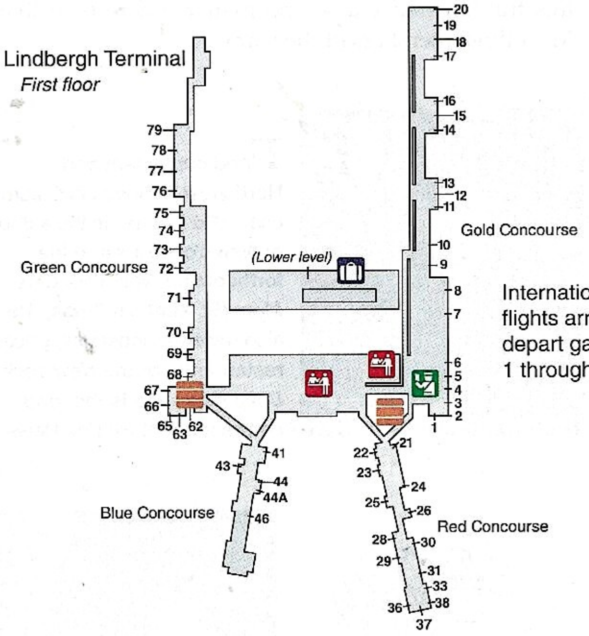
WorldClub Facility 環宇貴賓俱樂部
ワールドクラブラウンジ 월드클럽시설

Immigration 出境口
出国移民局 외국행이민

A1 Gate Numbers

Minneapolis/Saint Paul International Airport

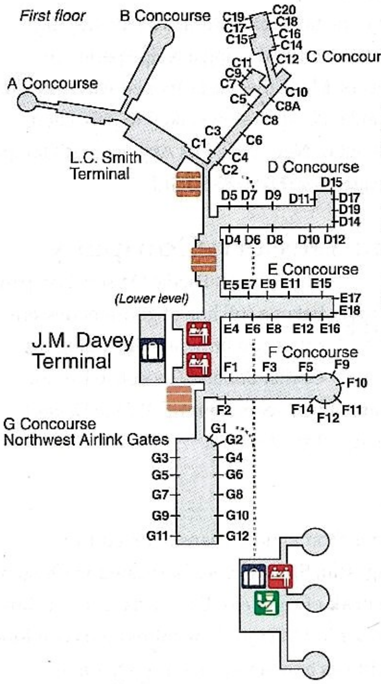
ミネアポリス/セントポール
明尼阿波利斯/聖保羅 미네아폴리스/세인트폴


Lindbergh Terminal
First floor
79 78 77 76 75 74 73 72 71 70 69 68 67 66 65 63 62
Green Concourse
(Lower level)
20 19 18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1
Gold Concourse
41 43 44 44A 46
Blue Concourse
21 22 23 24 25 26 28 29 30 31 33 36 37 38
Red Concourse

International flights arrive, depart gates 1 through 9.

Detroit Metropolitan Airport

デトロイト 底特律 디트로이트


First floor
B Concourse
C Concourse
C20 C19 C18 C17 C16 C15 C14 C12 C11 C9 C10 C7 C5 C8A C8 C3 C6 C1 C4 C2
A Concourse
L.C. Smith Terminal
D Concourse
D15 D5 D7 D9 D11 D17 D19 D14 D4 D6 D8 D10 D12
E Concourse
(Lower level)
E5 E7 E9 E11 E15 E17 E18 E4 E6 E8 E12 E16
J.M. Davey Terminal
F Concourse
F1 F3 F5 F9 F10 F2 F14 F12 F11
G Concourse
Northwest Airlink Gates
G1 G2 G3 G4 G5 G6 G7 G8 G9 G10 G11 G12
M. Berry Terminal

승객여러분은 국제선터미널에서 메인 터미널까지 운행하는노스웨스트사의셔틀버스서비스를이용하실수있습니다.버스는미국세관밖에위치한정류장에서출발합니다.

シャトル・バスがインターナショナルターミナルから
メインターミナルへ運行していますのでご利用ください。
バス乗り場は税関検査を出たところです。

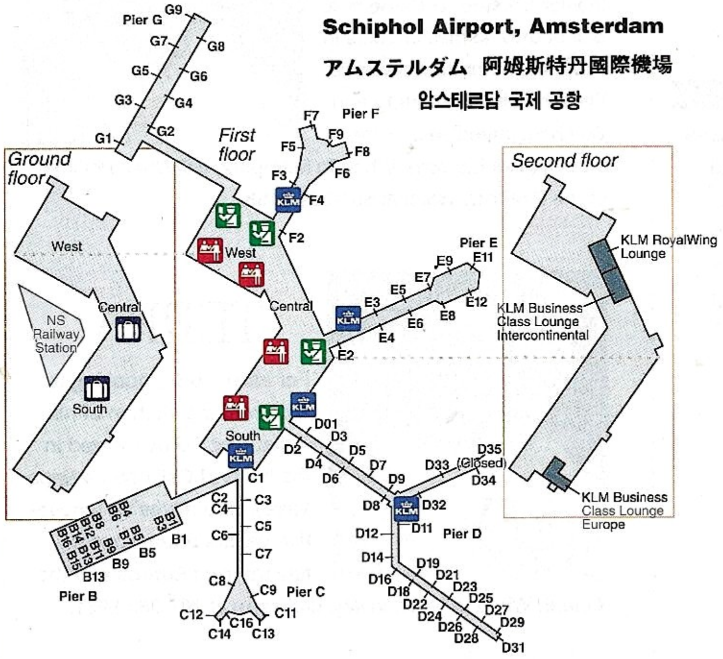
候机楼(International Terminal)至主候机楼(Main Terminal)的西北航空公司班车.班车从美国海关外的车站发车.

M. Berry Terminal

Passengers are invited to use Northwest's shuttle bus service from the International Terminal to the Main Terminal. Buses depart from the stop located outside U.S. Customs.

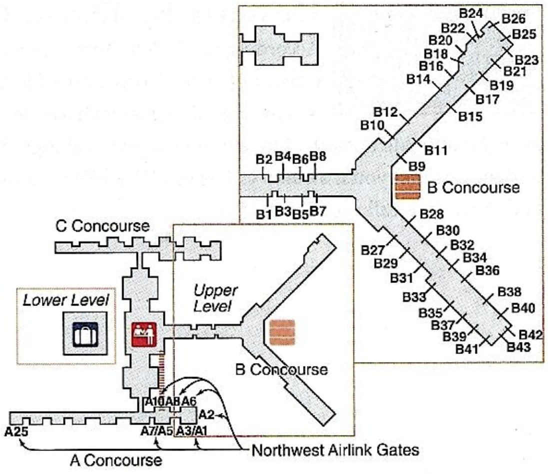
Schiphol Airport, Amsterdam

アムステルダム 阿姆斯特丹國際機場
암스테르담 국제 공항


Pier G
G9 G8 G7 G6 G5 G4 G3 G2 G1
Ground floor
West
Central
NS Railway Station
South
First floor
Pier F
F7 F9 F8 F5 F6 F3 F4 F2
West
Central
Pier E
E9 E11 E7 E5 E3 E12 E8 E6 E4 E2
South
D01 D3 D2 D4 D5 D6 D7 D9 D33 (Closed) D35 D34 D8 D32 D12 D11 Pier D D14 D16 D19 D18 D21 D22 D23 D24 D25 D26 D27 D28 D29 D31
C1 C2 C3 C4 C5 C6 C7 C8 C9 Pier C C12 C16 C11 C14 C13
B1 B2 B3 B4 B5 B6 B7 B8 B9 B11 B13 B14 B15 B16 B17
Pier B
Second floor
KLM RoyalWing Lounge
KLM Business Class Lounge Intercontinental
KLM Business Class Lounge Europe

Memphis International Airport

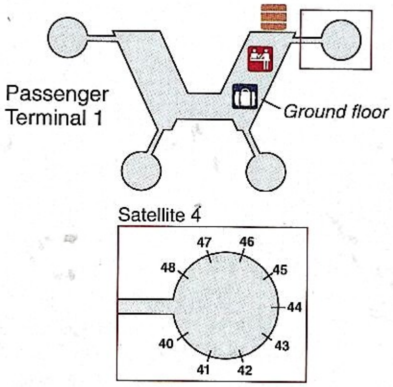
メンフィス 曼菲斯 멤피스


B24 B26 B22 B25 B20 B18 B23 B16 B21 B14 B19 B17 B15
B12 B10 B11 B9
B2 B4 B6 B8
B Concourse
B1 B3 B5 B7
B28 B30 B32 B34 B36 B27 B29 B31 B33 B35 B37 B39 B41 B38 B40 B42 B43
C Concourse
Lower Level
Upper Level
B Concourse
A10 A8 A6 A2 A7/A5 A3/A1 A25
A Concourse
Northwest Airlink Gates

airport terminals

Tokyo Narita Airport

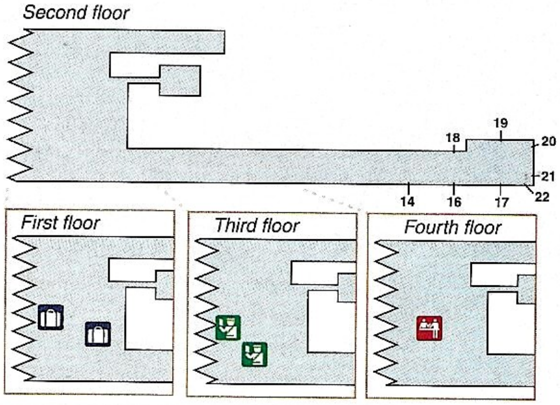
東京　東京　동경


Passenger Terminal 1
Ground floor
Satellite 4
47
46
48
45
44
40
43
41
42

Osaka Kansai International Airport

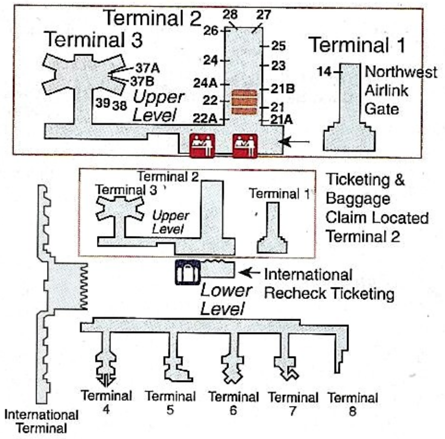
関西空港（大阪）　大阪關西機場

오오사카 관서 공항


Second floor
19
18
20
21
22
14
16
17
First floor
Third floor
Fourth floor

Los Angeles International Airport

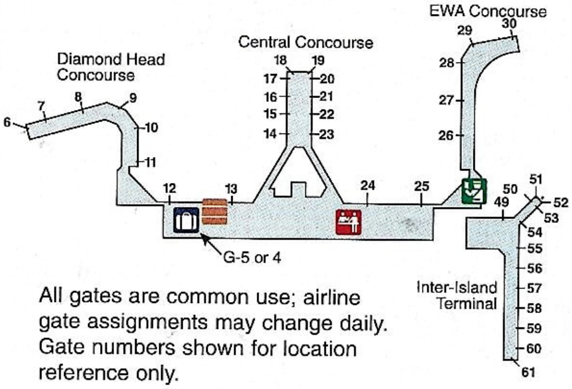
ロサンゼルス　洛杉磯　로스앤젤레스


Terminal 2
28
27
26
Terminal 3
25
Terminal 1
24
23
14
Northwest Airlink Gate
37A
37B
24A
21B
39
38
Upper Level
22
21
22A
21A
Terminal 2
Terminal 3
Terminal 1
Upper Level
Ticketing & Baggage Claim Located Terminal 2
International Recheck Ticketing
Lower Level
Terminal 4
Terminal 5
Terminal 6
Terminal 7
Terminal 8
International Terminal

Honolulu International Airport

ホノルル国際空港　檀香山國際機場

호놀룰루 국제 공항

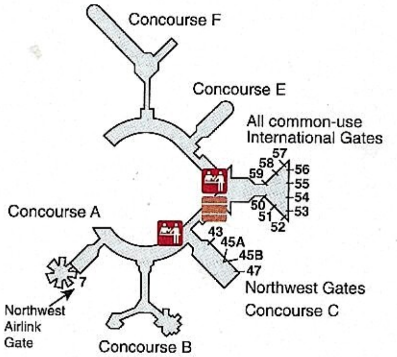

EWA Concourse
29
30
Central Concourse
Diamond Head Concourse
18
19
28
17
20
16
21
15
22
27
14
23
26
7
8
9
6
10
11
12
13
24
25
50
51
52
49
53
54
55
56
57
58
59
60
61
G-5 or 4
Inter-Island Terminal

All gates are common use; airline gate assignments may change daily. Gate numbers shown for location reference only.

San Francisco International Airport

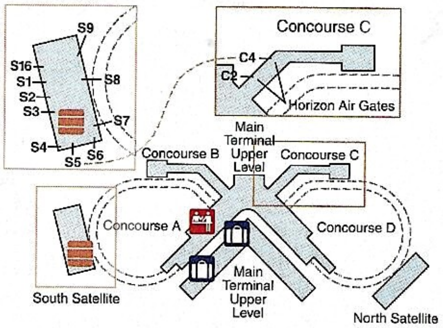
サンフランシスコ　舊金山國際機場

샌프란시스코


Concourse F
Concourse E
All common-use International Gates
57
58
59
56
55
54
53
50
51
52
Concourse A
43
45A
45B
47
7
Northwest Gates Concourse C
Northwest Airlink Gate
Concourse B

Seattle/Tacoma International Airport

シアトル/タコマ　西雅圖/塔可瑪　씨애틀/타코마


S9
S16
S8
S1
S2
S3
S7
S4
S5
S6
Concourse C
C4
C2
Horizon Air Gates
Main Terminal Upper Level
Concourse B
Concourse C
Concourse A
Concourse D
South Satellite
Main Terminal Upper Level
North Satellite

NWA/Horizon Shuttle operates between gates S5 and C4 from 6:30 a.m. to 11 p.m.

directory

International Terminal
International Flüge
Terminal International
国際線ターミナル
國際航空站
국제선터미날

Satellite
Satelliten bereich
Satellite
サテライト
衛星廳
탑승대기구역

Concourse
Halle
Hall
コンコース
大通道
터미널통로

Reservations
Domestic Reservations
800/225-2525

International Reservations
800/447-4747

座席予約(米国内)
日本語フリーダイヤル

西北航空公司訂票房

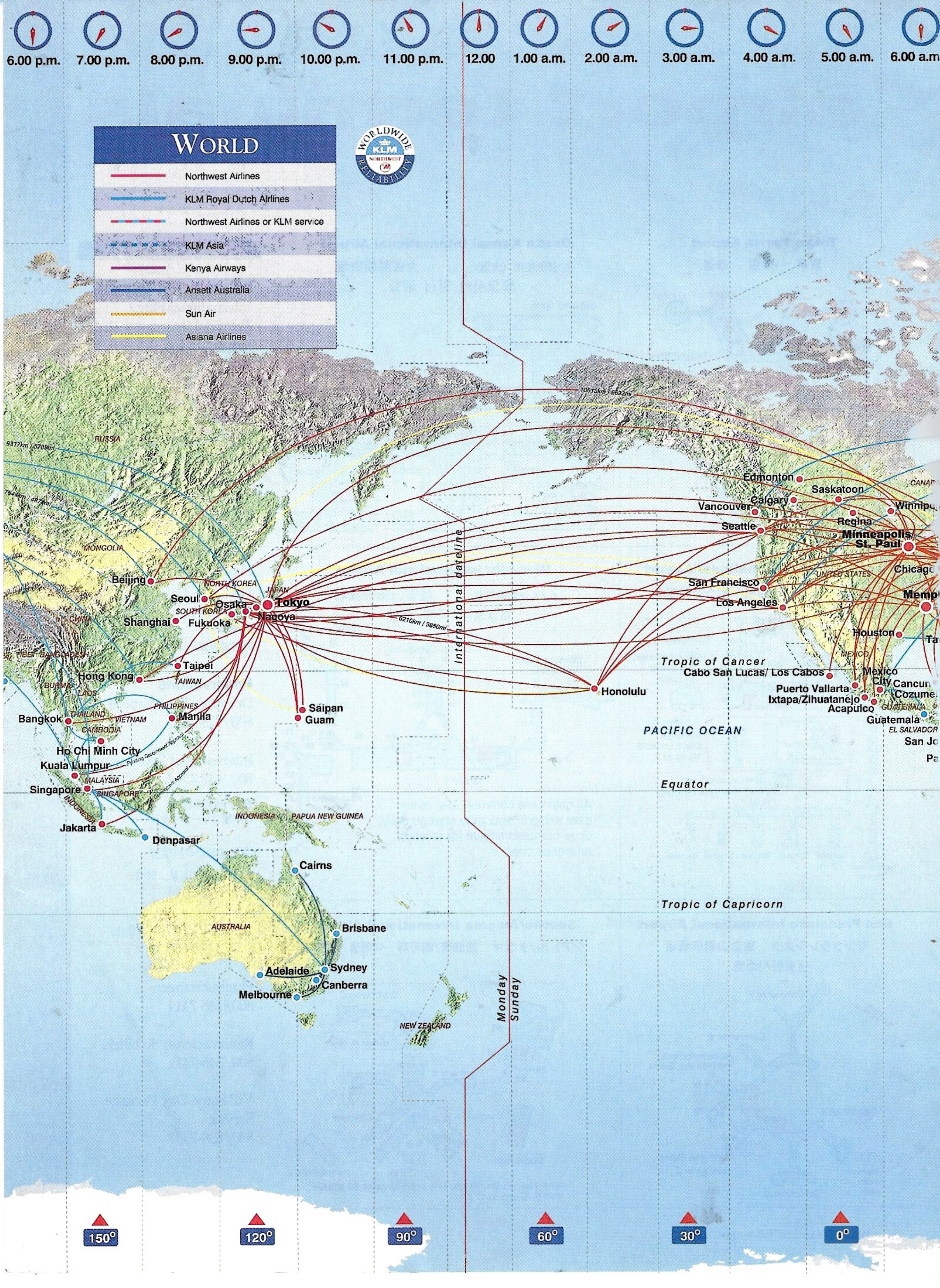
노스웨스트 매표, 예약
800/692-2345

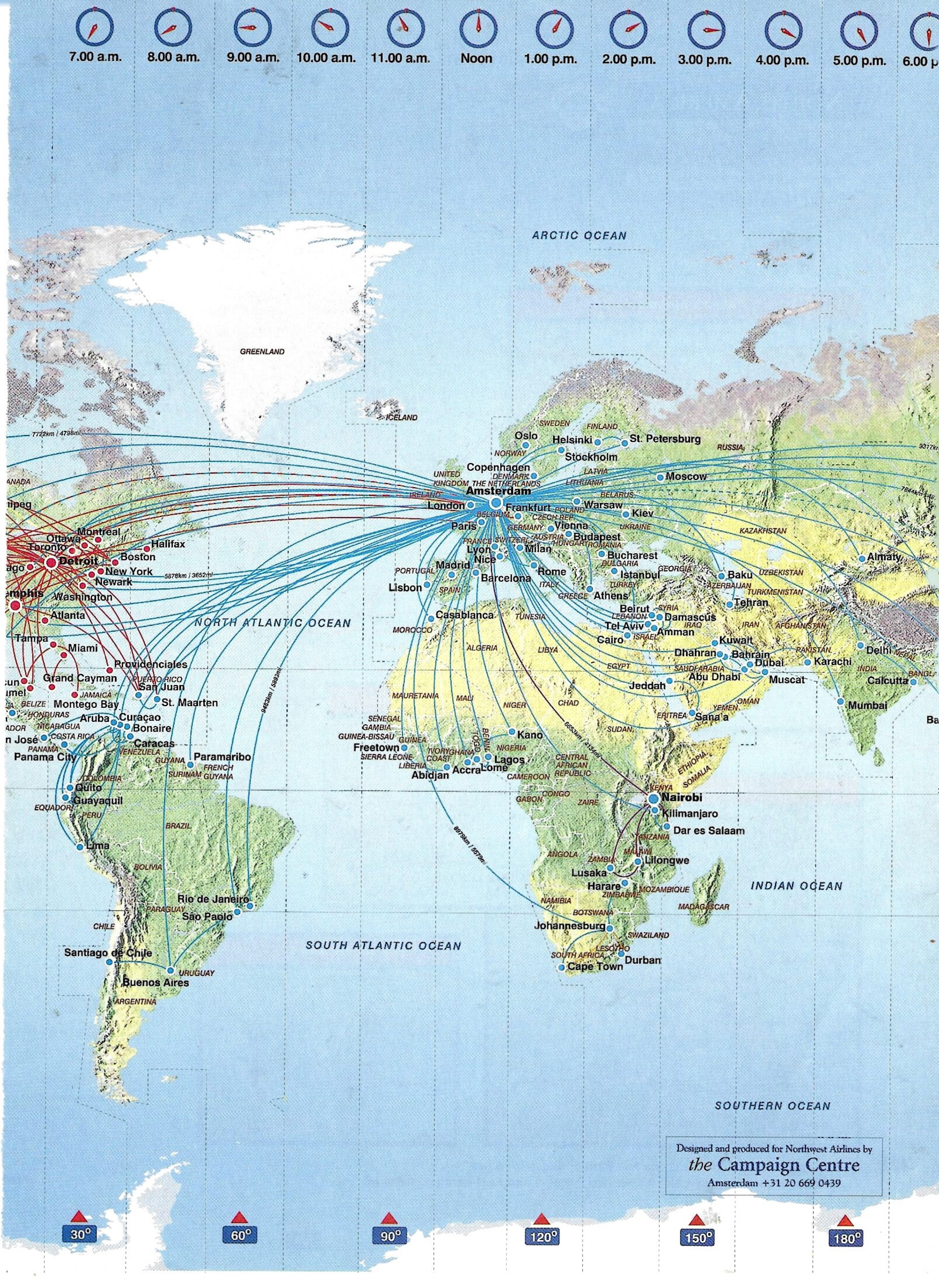
Réservation des billets
800/345-7458

Flugbuchungen
800/345-7414

Reservaciones de billets
800/345-7411

VIP Same Day Package Service
800/638-7337


6.00 p.m.
7.00 p.m.
8.00 p.m.
9.00 p.m.
10.00 p.m.
11.00 p.m.
12.00
1.00 a.m.
2.00 a.m.
3.00 a.m.
4.00 a.m.
5.00 a.m.
6.00 a.m
WORLD
Northwest Airlines
KLM Royal Dutch Airlines
Northwest Airlines or KLM service
KLM Asia
Kenya Airways
Ansett Australia
Sun Air
Asiana Airlines
WORLDWIDE KLM NORTHWEST RELIABILITY
RUSSIA
9377km / 5789ml
MONGOLIA
CHINA
TIBET
BANGLADESH
BURMA
LAOS
THAILAND
VIETNAM
CAMBODIA
PHILIPPINES
MALAYSIA
SINGAPORE
INDONESIA
PAPUA NEW GUINEA
AUSTRALIA
NEW ZEALAND
NORTH KOREA
SOUTH KOREA
JAPAN
TAIWAN
Beijing
Seoul
Shanghai
Osaka
Tokyo
Nagoya
Fukuoka
Taipei
Hong Kong
Manila
Bangkok
Ho Chi Minh City
Kuala Lumpur
Singapore
Jakarta
Denpasar
Saipan
Guam
Cairns
Brisbane
Sydney
Canberra
Adelaide
Melbourne
Pending Government Approval
10613km / 6593ml
6210km / 3850ml
International dateline
Monday
Sunday
Honolulu
PACIFIC OCEAN
Tropic of Cancer
Equator
Tropic of Capricorn
Edmonton
Saskatoon
Calgary
Vancouver
Regina
Winnipe
Seattle
Minneapolis/ St. Paul
CANA
UNITED STATES
Chicago
San Francisco
Los Angeles
Memp
Houston
Ta
MEXICO
Cabo San Lucas/ Los Cabos
Mexico City
Puerto Vallarta
Ixtapa/Zihuatanejo
Acapulco
Cancun
Cozume
GUATEMALA
Guatemala
EL SALVADOR
San Jo
Pa
150°
120°
90°
60°
30°
0°


7.00 a.m.
8.00 a.m.
9.00 a.m.
10.00 a.m.
11.00 a.m.
Noon
1.00 p.m.
2.00 p.m.
3.00 p.m.
4.00 p.m.
5.00 p.m.
6.00 p
ARCTIC OCEAN
GREENLAND
ICELAND
7722km / 4798mi
9317km
7844km
5878km / 3652mi
9463km / 5883mi
6653km / 4134mi
8979km / 5579mi
NORTH ATLANTIC OCEAN
SOUTH ATLANTIC OCEAN
INDIAN OCEAN
SOUTHERN OCEAN
Amsterdam
Detroit
emphis
Nairobi
Oslo
Helsinki
St. Petersburg
Stockholm
Copenhagen
Moscow
London
Frankfurt
Warsaw
Kiev
Paris
Vienna
Budapest
Lyon
Nice
Milan
Bucharest
Madrid
Barcelona
Rome
Istanbul
Lisbon
Athens
Baku
Almaty
Tehran
Casablanca
Beirut
Damascus
Tel Aviv
Amman
Cairo
Kuwait
Dhahran
Bahrain
Dubai
Abu Dhabi
Muscat
Karachi
Delhi
Calcutta
Mumbai
Jeddah
Sana'a
Kano
Freetown
Abidjan
Accra
Lome
Lagos
Kilimanjaro
Dar es Salaam
Lilongwe
Lusaka
Harare
Johannesburg
Durban
Cape Town
ipeg
Montreal
Ottawa
Toronto
Halifax
Boston
ago
New York
Newark
Washington
Atlanta
Tampa
Miami
Providenciales
Grand Cayman
cun
umel
San Juan
St. Maarten
Montego Bay
Aruba
Curaçao
Bonaire
Caracas
n José
Panama City
Paramaribo
Quito
Guayaquil
Lima
Rio de Janeiro
São Paolo
Santiago de Chile
Buenos Aires
Ba
ANADA
UNITED KINGDOM
IRELAND
THE NETHERLANDS
DENMARK
NORWAY
SWEDEN
FINLAND
RUSSIA
LATVIA
LITHUANIA
BELARUS
POLAND
BELGIUM
CZECH REP.
GERMANY
AUSTRIA
HUNGARY
ROMANIA
UKRAINE
FRANCE
SWITZERL.
PORTUGAL
SPAIN
ITALY
BULGARIA
GREECE
TURKEY
GEORGIA
AZERBAIJAN
KAZAKHSTAN
UZBEKISTAN
TURKMENISTAN
SYRIA
LEBANON
IRAQ
ISRAEL
IRAN
AFGHANISTAN
PAKISTAN
NEPAL
INDIA
BANGL
SAUDI ARABIA
YEMEN
OMAN
ERITREA
SUDAN
ETHIOPIA
SOMALIA
KENYA
TANZANIA
MALAWI
ZAMBIA
ZIMBABWE
MOZAMBIQUE
MADAGASCAR
NAMIBIA
BOTSWANA
SWAZILAND
LESOTHO
SOUTH AFRICA
ANGOLA
ZAIRE
CONGO
GABON
CAMEROON
CENTRAL AFRICAN REPUBLIC
CHAD
NIGERIA
NIGER
BENIN
TOGO
GHANA
IVORY COAST
LIBERIA
SIERRA LEONE
GUINEA
GUINEA-BISSAU
GAMBIA
SENEGAL
MALI
MAURETANIA
ALGERIA
LIBYA
EGYPT
TUNISIA
MOROCCO
PUERTO RICO
JAMAICA
BELIZE
HONDURAS
NICARAGUA
COSTA RICA
PANAMA
ADOR
VENEZUELA
COLOMBIA
GUYANA
SURINAM
FRENCH GUYANA
EQUADOR
PERU
BRAZIL
BOLIVIA
PARAGUAY
CHILE
URUGUAY
ARGENTINA
30°
60°
90°
120°
150°
180°

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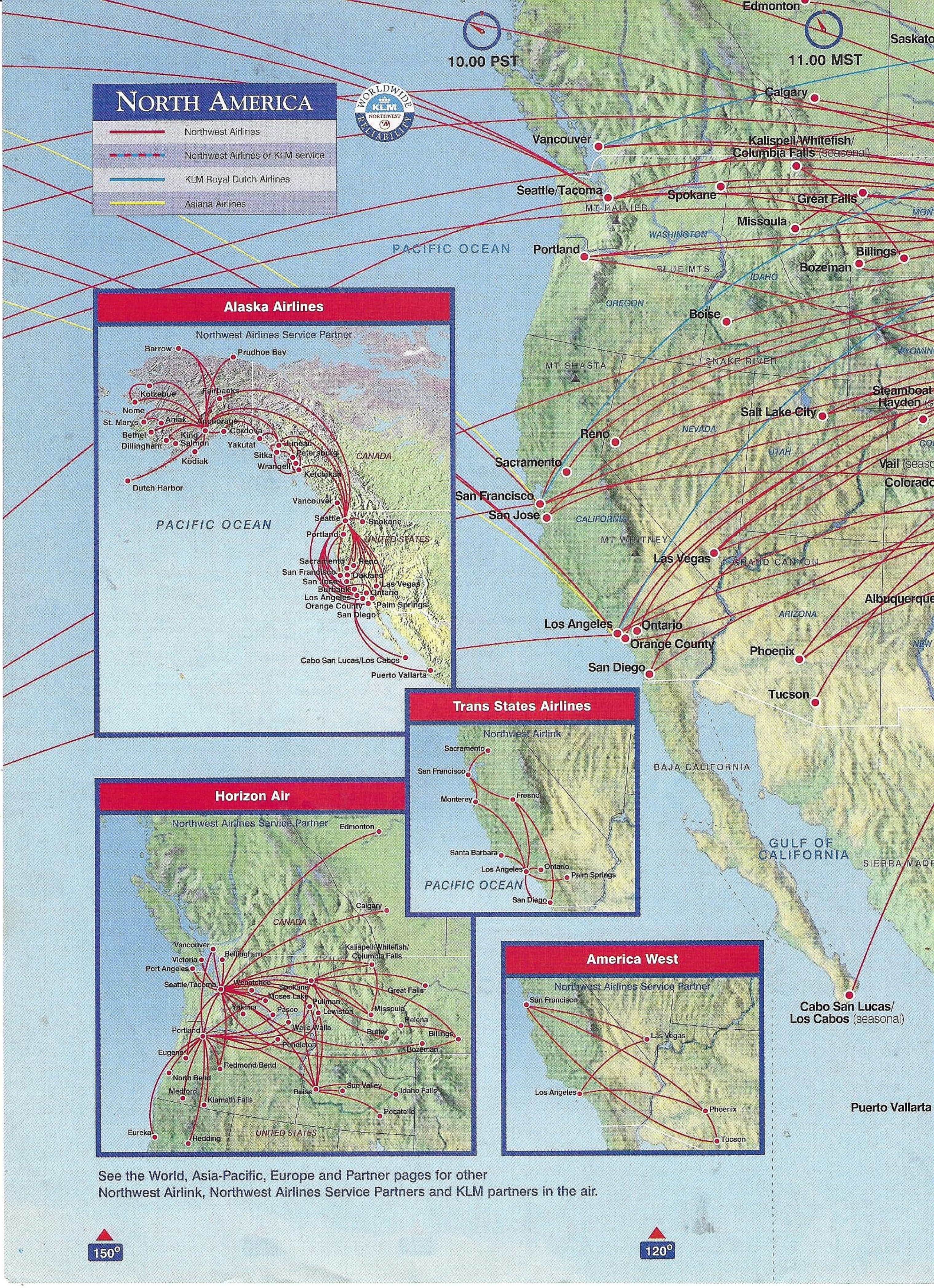
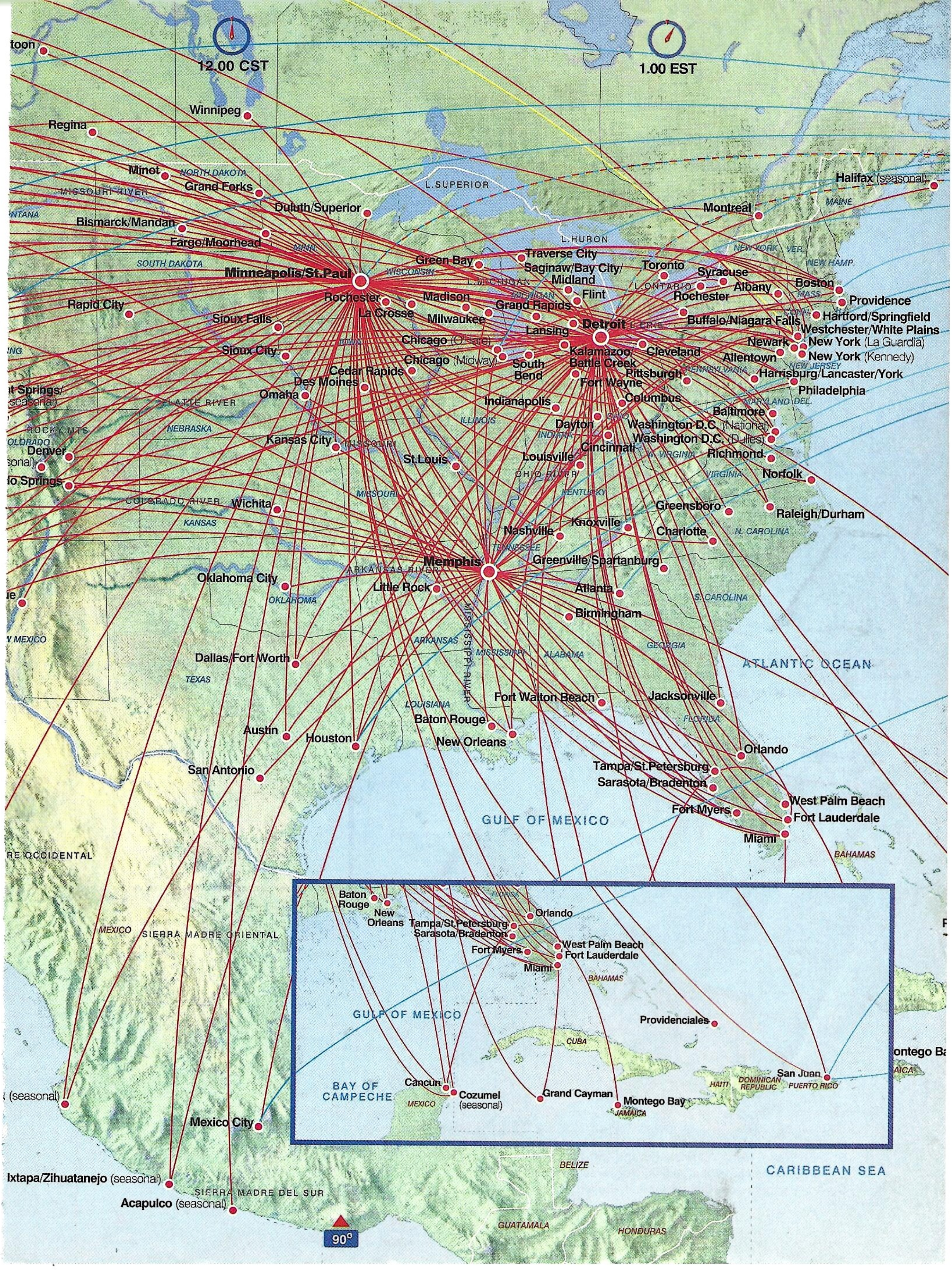
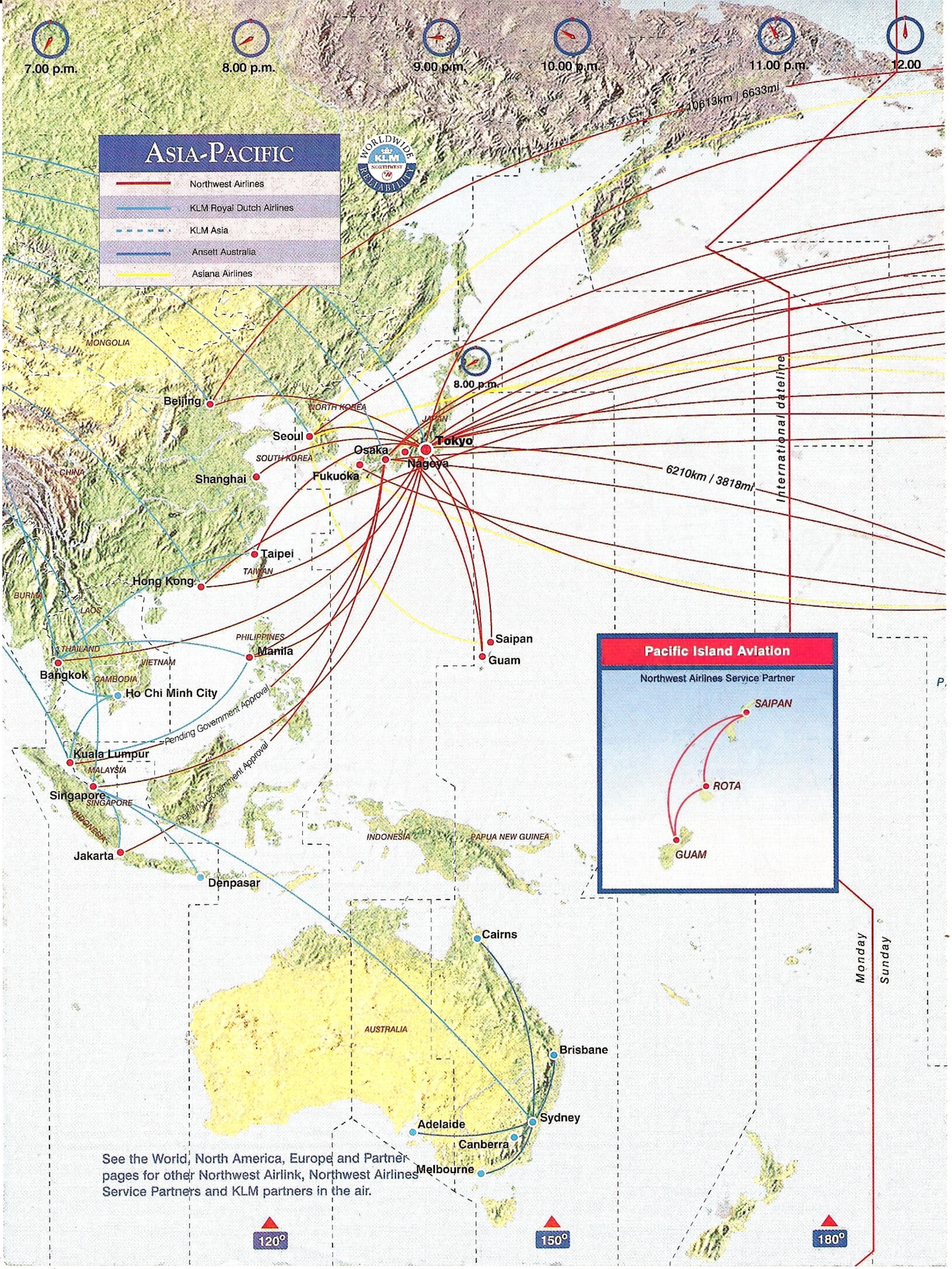
the Campaign Centre
Amsterdam +31 20 669 0439


NORTH AMERICA
Northwest Airlines
Northwest Airlines or KLM service
KLM Royal Dutch Airlines
Asiana Airlines
WORLDWIDE RELIABILITY KLM NORTHWEST
10.00 PST
11.00 MST
Edmonton
Saskato
Calgary
Vancouver
Kalispell/Whitefish/
Columbia Falls (seasonal)
Seattle/Tacoma
Spokane
Great Falls
MT RAINIER
WASHINGTON
Missoula
PACIFIC OCEAN
Portland
Billings
Bozeman
BLUE MTS.
IDAHO
OREGON
Boise
MT SHASTA
SNAKE RIVER
WYOMING
Steamboat
Hayden
Salt Lake City
Reno
NEVADA
UTAH
Sacramento
Vail (seaso
Colorado
San Francisco
San Jose
CALIFORNIA
MT WHITNEY
Las Vegas
GRAND CANYON
Albuquerque
ARIZONA
Los Angeles
Ontario
Orange County
Phoenix
San Diego
Tucson
BAJA CALIFORNIA
GULF OF CALIFORNIA
SIERRA MADR
Cabo San Lucas/
Los Cabos (seasonal)
Puerto Vallarta
Alaska Airlines
Northwest Airlines Service Partner
Barrow
Prudhoe Bay
Kotzebue
Fairbanks
Nome
St. Marys
Aniak
Anchorage
Cordova
Bethel
King Salmon
Dillingham
Yakutat
Juneau
Sitka
Petersburg
Wrangell
Kodiak
Ketchikan
CANADA
Dutch Harbor
Vancouver
Seattle
Spokane
Portland
UNITED STATES
PACIFIC OCEAN
Sacramento
Reno
San Francisco
Oakland
San Jose
Las Vegas
Burbank
Ontario
Los Angeles
Orange County
Palm Springs
San Diego
Cabo San Lucas/Los Cabos
Puerto Vallarta
Trans States Airlines
Northwest Airlink
Sacramento
San Francisco
Monterey
Fresno
Santa Barbara
Los Angeles
Ontario
Palm Springs
PACIFIC OCEAN
San Diego
Horizon Air
Northwest Airlines Service Partner
Edmonton
Calgary
CANADA
Vancouver
Bellingham
Victoria
Port Angeles
Kalispell/Whitefish/
Columbia Falls
Seattle/Tacoma
Wenatchee
Spokane
Great Falls
Moses Lake
Pullman
Yakima
Lewiston
Missoula
Pasco
Helena
Walla Walla
Butte
Portland
Billings
Pendleton
Bozeman
Eugene
Redmond/Bend
North Bend
Boise
Sun Valley
Idaho Falls
Medford
Klamath Falls
Pocatello
Eureka
Redding
UNITED STATES
America West
Northwest Airlines Service Partner
San Francisco
Las Vegas
Los Angeles
Phoenix
Tucson
150°
120°

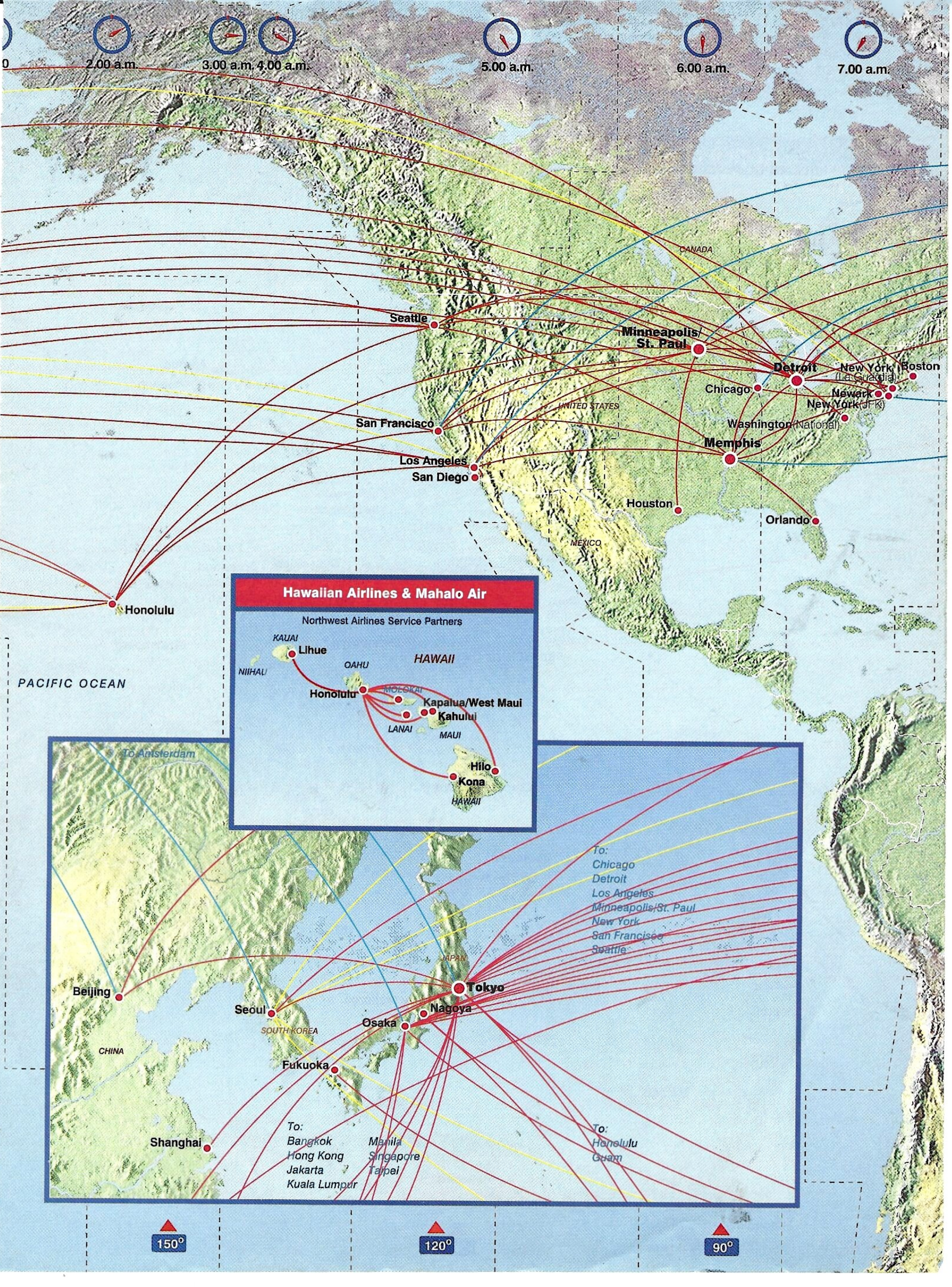
See the World, Asia-Pacific, Europe and Partner pages for other Northwest Airlink, Northwest Airlines Service Partners and KLM partners in the air.

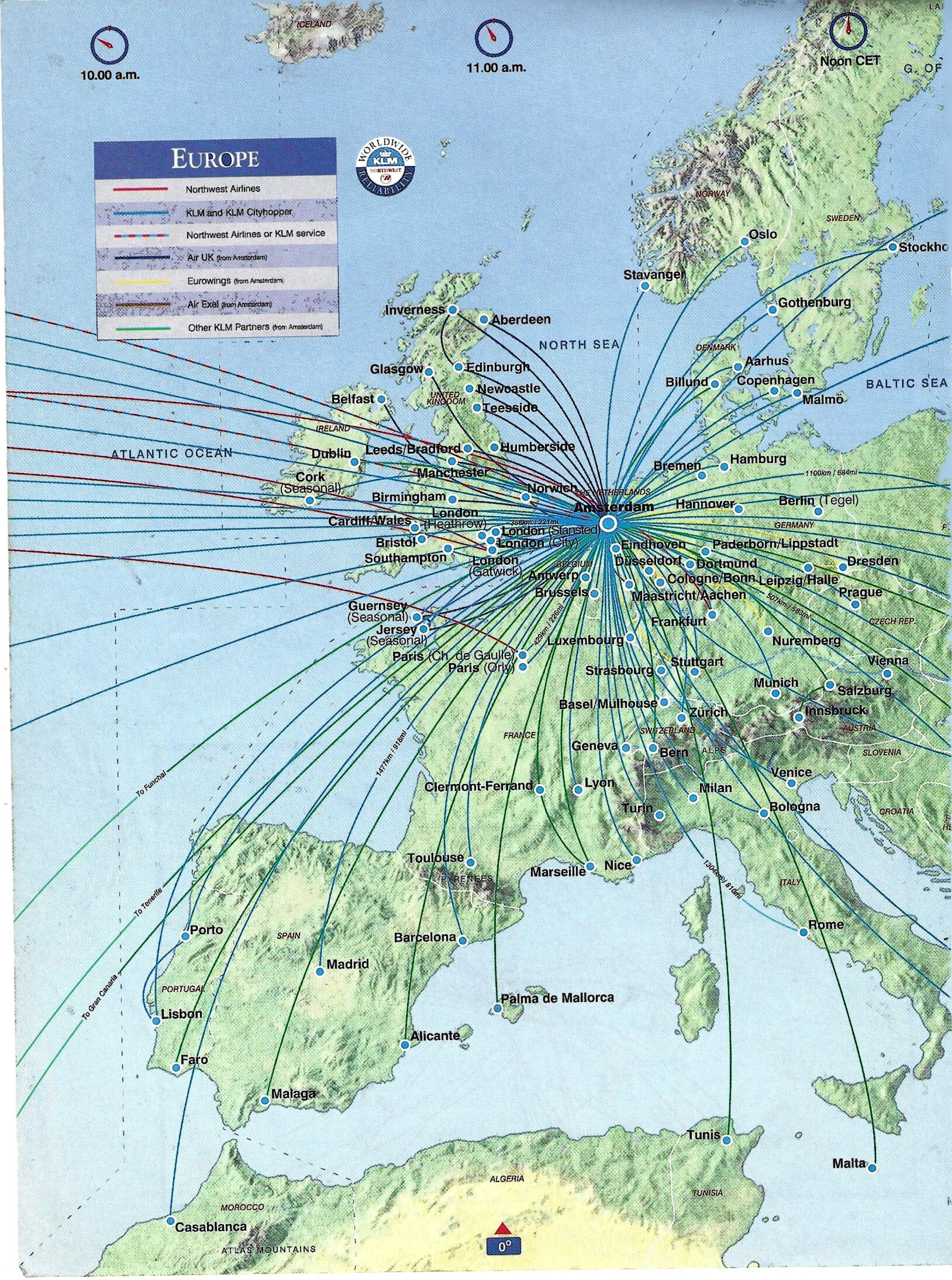

toon
12.00 CST
1.00 EST
Winnipeg
Regina
Minot
NORTH DAKOTA
Grand Forks
MISSOURI RIVER
L. SUPERIOR
Halifax (seasonal)
MAINE
Montreal
NTANA
Duluth/Superior
Bismarck/Mandan
Fargo/Moorhead
MINN.
L. HURON
NEW YORK
VER.
SOUTH DAKOTA
Green Bay
Traverse City
NEW HAMP.
Minneapolis/St.Paul
WISCONSIN
Saginaw/Bay City/
Midland
Toronto
Syracuse
L. MICHIGAN
Albany
Boston
MASS.
MICHIGAN
Flint
L. ONTARIO
Rochester
Providence
Rapid City
Rochester
Madison
Grand Rapids
CONN.
Hartford/Springfield
La Crosse
Milwaukee
Detroit
L. ERIE
Buffalo/Niagara Falls
Westchester/White Plains
Sioux Falls
Lansing
New York (La Guardia)
NG
IOWA
Chicago (O'Hare)
Newark
Sioux City
Kalamazoo/
Battle Creek
Cleveland
Allentown
New York (Kennedy)
NEW JERSEY
Chicago (Midway)
South
Bend
Pittsburgh
PENNSYLVANIA
Harrisburg/Lancaster/York
Cedar Rapids
Des Moines
Fort Wayne
Philadelphia
t Springs/
seasonal)
Omaha
PLATTE RIVER
Indianapolis
Columbus
MARYLAND
DEL.
Baltimore
ILLINOIS
OHIO
Dayton
Washington D.C. (National)
NEBRASKA
INDIANA
Washington D.C. (Dulles)
ROCKY MTS.
OLORADO
Kansas City
MISSOURI
W. VIRGINIA
Denver
Cincinnati
Richmond
sonal)
St.Louis
Louisville
OHIO RIVER
VIRGINIA
Norfolk
lo Springs
KENTUCKY
MISSOURI
COLORADO RIVER
Wichita
Greensboro
KANSAS
Raleigh/Durham
Knoxville
Nashville
Charlotte
N. CAROLINA
TENNESSEE
Memphis
Greenville/Spartanburg
ARKANSAS RIVER
Oklahoma City
Little Rock
Atlanta
OKLAHOMA
S. CAROLINA
Birmingham
MEXICO
ARKANSAS
MISSISSIPPI
ALABAMA
GEORGIA
MISSISSIPPI RIVER
ATLANTIC OCEAN
Dallas/Fort Worth
TEXAS
Fort Walton Beach
Jacksonville
LOUISIANA
FLORIDA
Baton Rouge
Austin
Houston
New Orleans
Orlando
Tampa/St.Petersburg
San Antonio
Sarasota/Bradenton
West Palm Beach
GULF OF MEXICO
Fort Myers
Fort Lauderdale
Miami
BAHAMAS
RE OCCIDENTAL
Baton
Rouge
New
Orleans
FLORIDA
Orlando
Tampa/St.Petersburg
Sarasota/Bradenton
West Palm Beach
Fort Myers
Fort Lauderdale
Miami
BAHAMAS
MEXICO
SIERRA MADRE ORIENTAL
GULF OF MEXICO
Providenciales
CUBA
ontego Ba
BAY OF
CAMPECHE
Cancun
Cozumel
(seasonal)
MEXICO
Grand Cayman
Montego Bay
JAMAICA
San Juan
HAITI
DOMINICAN
REPUBLIC
PUERTO RICO
AICA
(seasonal)
Mexico City
BELIZE
CARIBBEAN SEA
Ixtapa/Zihuatanejo (seasonal)
SIERRA MADRE DEL SUR
Acapulco (seasonal)
GUATAMALA
HONDURAS
90°

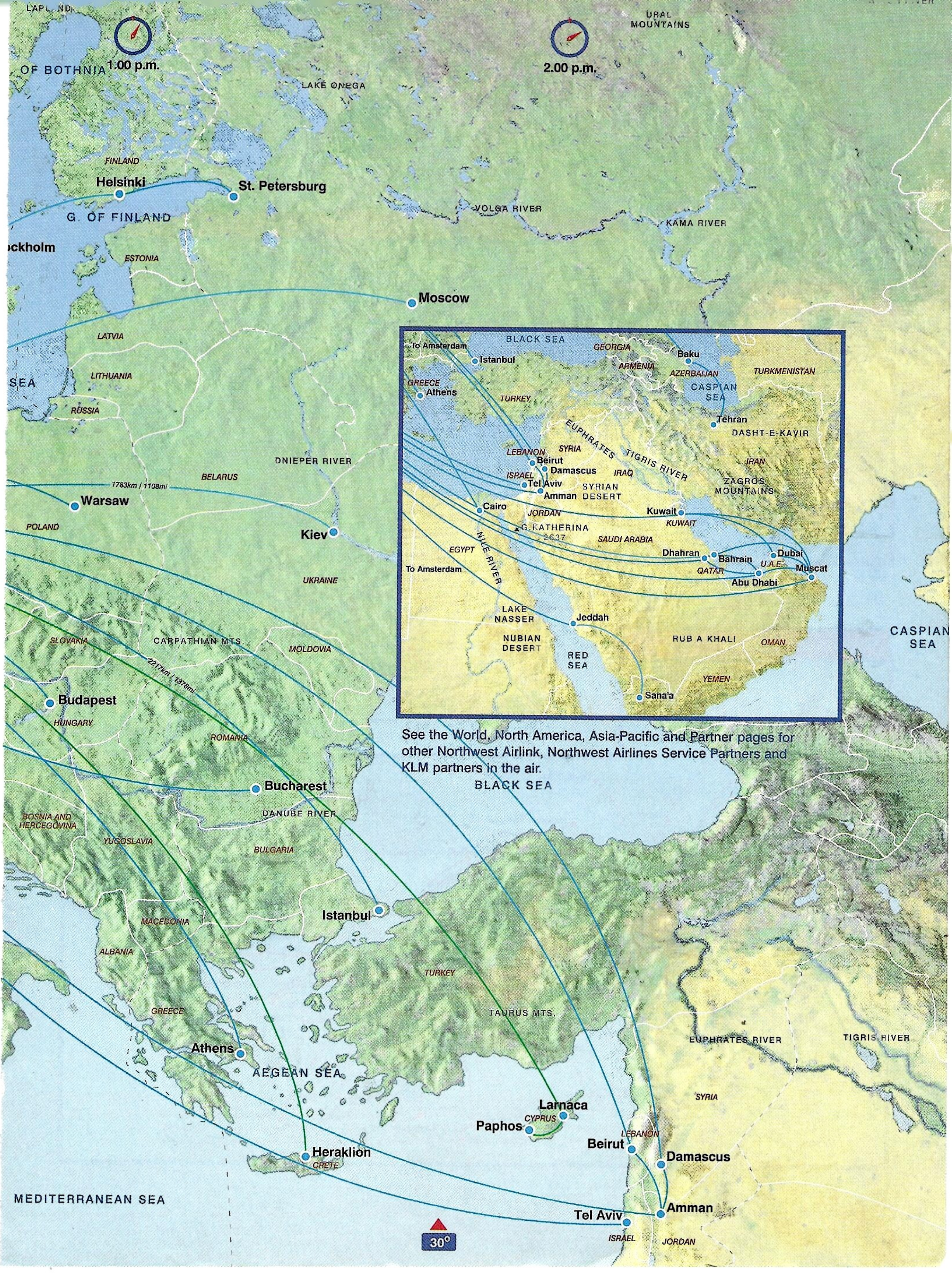
ASIA-PACIFIC


WORLDWIDE KLM NORTHWEST RELIABILITY
Northwest Airlines
KLM Royal Dutch Airlines
KLM Asia
Ansett Australia
Asiana Airlines
7.00 p.m.
8.00 p.m.
9.00 p.m.
10.00 p.m.
11.00 p.m.
12.00
10613km / 6633mi
6210km / 3818mi
International dateline
8.00 p.m.
MONGOLIA
CHINA
NORTH KOREA
SOUTH KOREA
JAPAN
Beijing
Seoul
Shanghai
Osaka
Tokyo
Nagoya
Fukuoka
Taipei
TAIWAN
Hong Kong
BURMA
LAOS
THAILAND
VIETNAM
CAMBODIA
PHILIPPINES
Manila
Bangkok
Ho Chi Minh City
Pending Government Approval
Kuala Lumpur
MALAYSIA
Singapore
SINGAPORE
Pending Government Approval
INDONESIA
Jakarta
Denpasar
INDONESIA
PAPUA NEW GUINEA
Saipan
Guam
Pacific Island Aviation
Northwest Airlines Service Partner
SAIPAN
ROTA
GUAM
Cairns
AUSTRALIA
Brisbane
Sydney
Adelaide
Canberra
Melbourne
Monday
Sunday
120°
150°
180°

See the World, North America, Europe and Partner pages for other Northwest Airlink, Northwest Airlines Service Partners and KLM partners in the air.


0
2.00 a.m.
3.00 a.m.
4.00 a.m.
5.00 a.m.
6.00 a.m.
7.00 a.m.
CANADA
Seattle
Minneapolis/
St. Paul
Detroit
New York
(La Guardia)
Boston
Chicago
Newark
New York (JFK)
UNITED STATES
Washington (National)
San Francisco
Memphis
Los Angeles
San Diego
Houston
Orlando
MEXICO
Honolulu
PACIFIC OCEAN
Hawaiian Airlines & Mahalo Air
Northwest Airlines Service Partners
KAUAI
Lihue
NIIHAU
OAHU
HAWAII
Honolulu
MOLOKAI
Kapalua/West Maui
Kahului
LANAI
MAUI
Hilo
Kona
HAWAII
To Amsterdam
To:
Chicago
Detroit
Los Angeles
Minneapolis/St. Paul
New York
San Francisco
Seattle
JAPAN
Tokyo
Beijing
Seoul
Nagoya
Osaka
SOUTH KOREA
CHINA
Fukuoka
To:
Bangkok
Hong Kong
Jakarta
Kuala Lumpur
Manila
Singapore
Taipei
To:
Honolulu
Guam
Shanghai
150°
120°
90°


ICELAND
10.00 a.m.
11.00 a.m.
Noon CET
G. OF
EUROPE
WORLDWIDE KLM NORTHWEST RELIABILITY
Northwest Airlines
KLM and KLM Cityhopper
Northwest Airlines or KLM service
Air UK (from Amsterdam)
Eurowings (from Amsterdam)
Air Exel (from Amsterdam)
Other KLM Partners (from Amsterdam)
NORWAY
SWEDEN
Oslo
Stockho
Stavanger
Gothenburg
Inverness
Aberdeen
NORTH SEA
DENMARK
Aarhus
Billund
Copenhagen
Malmö
BALTIC SEA
Glasgow
Edinburgh
UNITED KINGDOM
Newcastle
Teesside
Belfast
IRELAND
ATLANTIC OCEAN
Dublin
Leeds/Bradford
Humberside
Manchester
Bremen
Hamburg
1100km / 684mi
Cork (Seasonal)
Birmingham
Norwich
THE NETHERLANDS
Amsterdam
Hannover
Berlin (Tegel)
GERMANY
Cardiff/Wales
London (Heathrow)
358km / 221mi
London (Stansted)
London (City)
Bristol
Southampton
London (Gatwick)
Eindhoven
Paderborn/Lippstadt
Düsseldorf
Dortmund
Dresden
BELGIUM
Antwerp
Cologne/Bonn
Leipzig/Halle
Brussels
Maastricht/Aachen
Prague
507km / 583mi
Guernsey (Seasonal)
Jersey (Seasonal)
Frankfurt
CZECH REP.
429km / 226mi
Luxembourg
Nuremberg
Paris (Ch. de Gaulle)
Paris (Orly)
Vienna
Strasbourg
Stuttgart
Munich
Salzburg
Basel/Mulhouse
Zürich
Innsbruck
FRANCE
SWITZERLAND
AUSTRIA
Geneva
Bern
ALPS
SLOVENIA
To Funchal
1477km / 918mi
Clermont-Ferrand
Lyon
Milan
Venice
Turin
Bologna
CROATIA
Toulouse
Marseille
Nice
PYRENEES
1304km / 810mi
ITALY
To Tenerife
Porto
SPAIN
Barcelona
Rome
Madrid
PORTUGAL
To Gran Canaria
Palma de Mallorca
Lisbon
Alicante
Faro
Malaga
Tunis
Malta
ALGERIA
TUNISIA
MOROCCO
Casablanca
ATLAS MOUNTAINS
0°
LAT

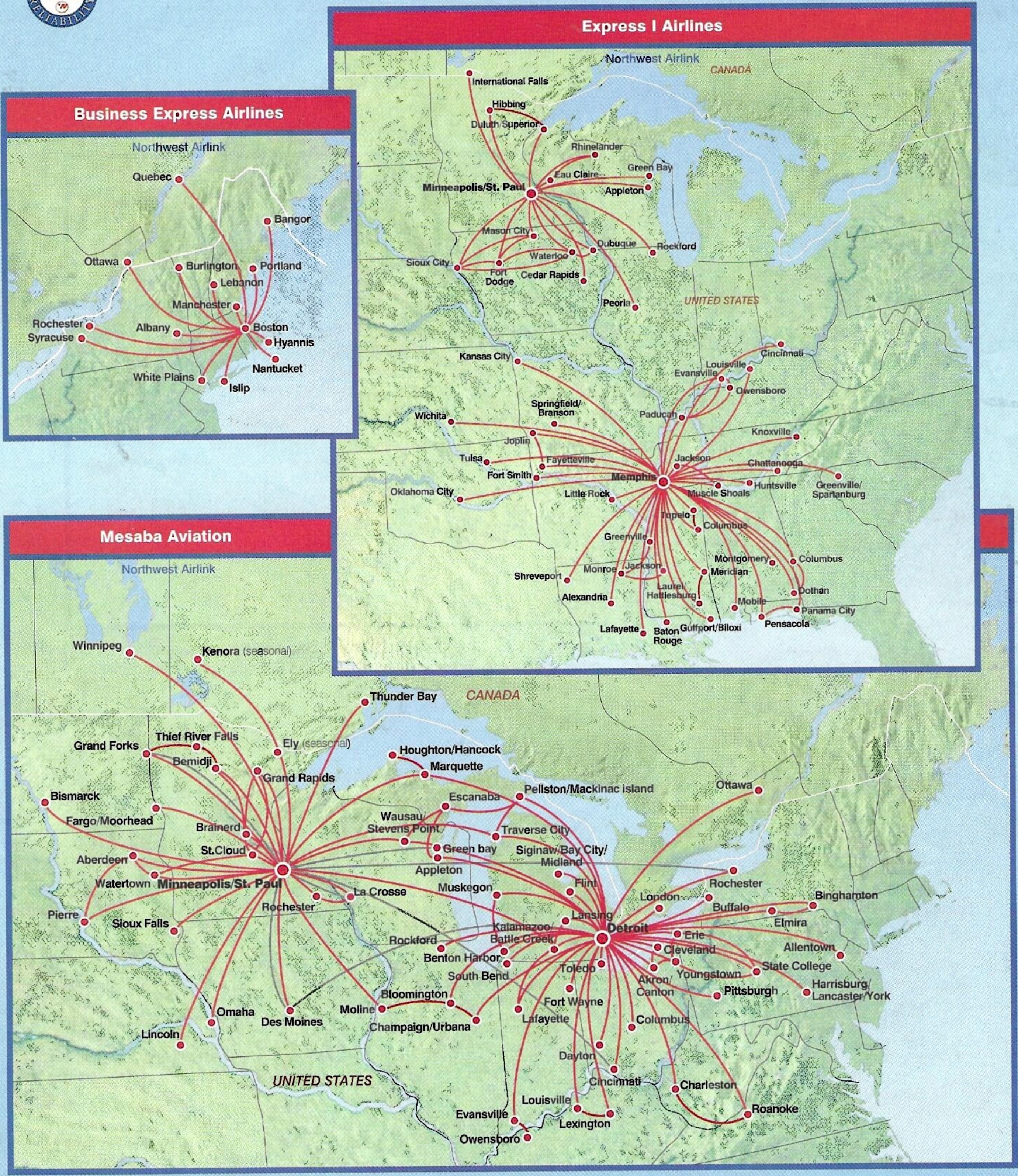

LAPLAND
1.00 p.m.
2.00 p.m.
URAL MOUNTAINS
OF BOTHNIA
LAKE ONEGA
FINLAND
Helsinki
St. Petersburg
G. OF FINLAND
VOLGA RIVER
KAMA RIVER
ockholm
ESTONIA
Moscow
LATVIA
LITHUANIA
SEA
RUSSIA
DNIEPER RIVER
BELARUS
1783km / 1108mi
Warsaw
POLAND
Kiev
UKRAINE
SLOVAKIA
CARPATHIAN MTS.
MOLDOVIA
2217km / 1378mi
Budapest
HUNGARY
ROMANIA
Bucharest
BLACK SEA
DANUBE RIVER
BOSNIA AND HERCEGOVINA
YUGOSLAVIA
BULGARIA
Istanbul
MACEDONIA
ALBANIA
TURKEY
GREECE
TAURUS MTS.
Athens
AEGEAN SEA
Larnaca
CYPRUS
Paphos
Heraklion
CRETE
LEBANON
Beirut
Damascus
EUPHRATES RIVER
TIGRIS RIVER
SYRIA
MEDITERRANEAN SEA
Tel Aviv
Amman
ISRAEL
JORDAN
30°
CASPIAN SEA
BLACK SEA
To Amsterdam
Istanbul
GEORGIA
Baku
ARMENIA
AZERBAIJAN
TURKMENISTAN
GREECE
Athens
CASPIAN SEA
TURKEY
Tehran
EUPHRATES
DASHT-E-KAVIR
TIGRIS RIVER
LEBANON
SYRIA
IRAN
Beirut
Damascus
ISRAEL
IRAQ
ZAGROS MOUNTAINS
Tel Aviv
SYRIAN DESERT
Amman
Cairo
JORDAN
Kuwait
KUWAIT
G.KATHERINA
2637
SAUDI ARABIA
EGYPT
NILE RIVER
Dhahran
Bahrain
Dubai
To Amsterdam
QATAR
U.A.E.
Muscat
Abu Dhabi
LAKE NASSER
Jeddah
NUBIAN DESERT
RED SEA
RUB A KHALI
OMAN
YEMEN
Sana'a

See the World, North America, Asia-Pacific and Partner pages for other Northwest Airlink, Northwest Airlines Service Partners and KLM partners in the air.

NORTHWEST AIRLINES

Smooth connections

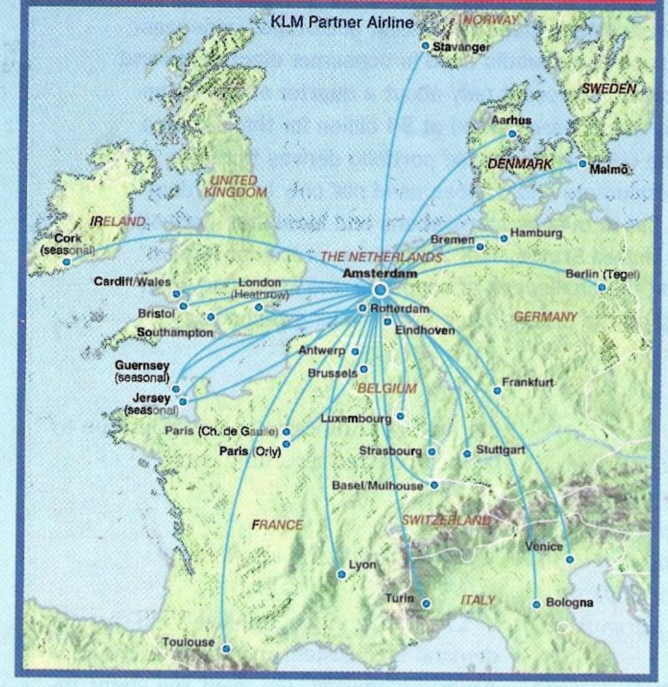
WORLDWIDE KLM NORTHWEST RELIABILITY


Business Express Airlines
Northwest Airlink
Quebec
Bangor
Ottawa
Burlington
Portland
Lebanon
Manchester
Rochester
Albany
Boston
Syracuse
Hyannis
Nantucket
White Plains
Islip
Express I Airlines
Northwest Airlink
CANADA
International Falls
Hibbing
Duluth/Superior
Rhinelander
Green Bay
Eau Claire
Appleton
Minneapolis/St. Paul
Mason City
Dubuque
Rockford
Sioux City
Waterloo
Fort Dodge
Cedar Rapids
Peoria
UNITED STATES
Kansas City
Cincinnati
Louisville
Evansville
Owensboro
Springfield/Branson
Wichita
Paducah
Knoxville
Joplin
Jackson
Tulsa
Fayetteville
Chattanooga
Fort Smith
Memphis
Huntsville
Greenville/Spartanburg
Oklahoma City
Little Rock
Muscle Shoals
Tupelo
Columbus
Greenville
Montgomery
Columbus
Shreveport
Monroe
Jackson
Meridian
Laurel Hattiesburg
Dothan
Alexandria
Mobile
Panama City
Lafayette
Baton Rouge
Gulfport/Biloxi
Pensacola
Mesaba Aviation
Northwest Airlink
Winnipeg
Kenora (seasonal)
Thunder Bay
CANADA
Grand Forks
Thief River Falls
Ely (seasonal)
Bemidji
Houghton/Hancock
Grand Rapids
Marquette
Bismarck
Pellston/Mackinac island
Ottawa
Escanaba
Fargo/Moorhead
Wausau/Stevens Point
Brainerd
Traverse City
St.Cloud
Green bay
Aberdeen
Siginaw/Bay City/Midland
Appleton
Watertown
Minneapolis/St. Paul
Flint
Rochester
La Crosse
Muskegon
London
Rochester
Pierre
Lansing
Binghamton
Sioux Falls
Buffalo
Detroit
Elmira
Kalamazoo/Battle Creek
Erie
Rockford
Cleveland
Allentown
Benton Harbor
Toledo
State College
South Bend
Youngstown
Akron/Canton
Harrisburg/Lancaster/York
Pittsburgh
Bloomington
Fort Wayne
Omaha
Moline
Des Moines
Lafayette
Champaign/Urbana
Columbus
Lincoln
Dayton
UNITED STATES
Cincinnati
Charleston
Louisville
Roanoke
Evansville
Lexington
Owensboro

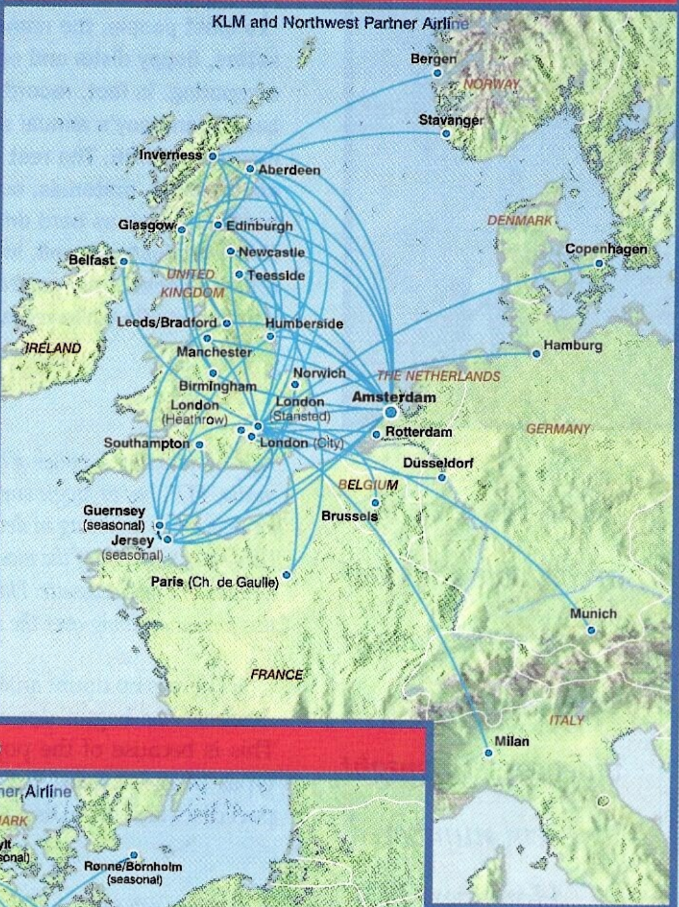
worldwide.

See the World, North America, Asia-Pacific and Europe pages for other Northwest Airlink, Northwest Airline Service Partners and KLM partners in the air.

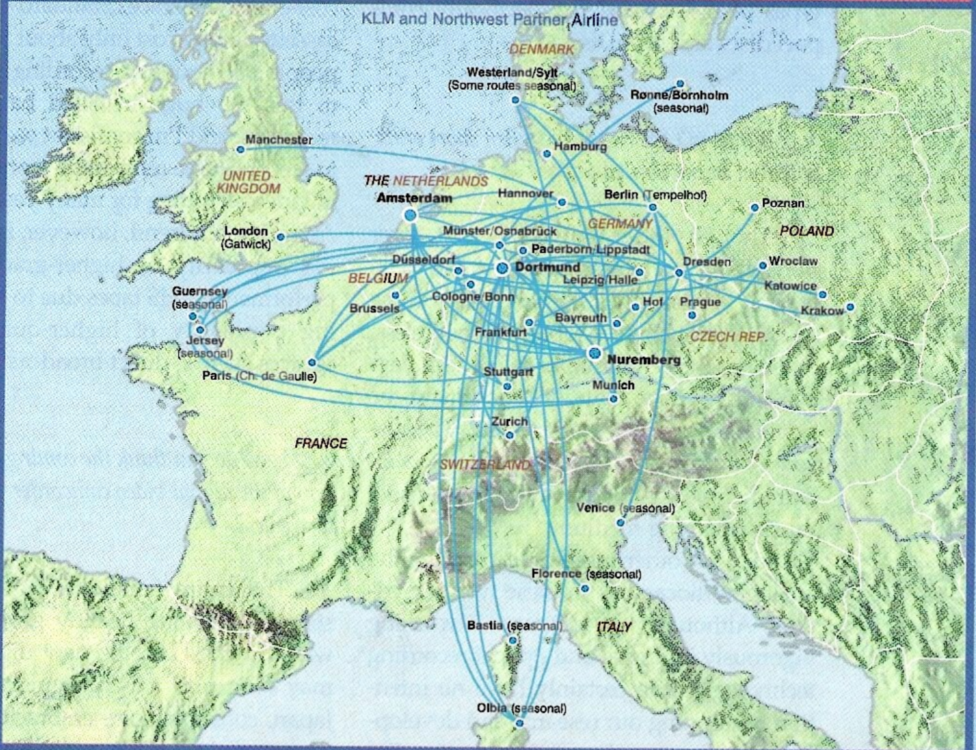
KLM Cityhopper


KLM Partner Airline
NORWAY
Stavanger
SWEDEN
Aarhus
DENMARK
Malmö
UNITED KINGDOM
IRELAND
Cork (seasonal)
Bremen
Hamburg
THE NETHERLANDS
Amsterdam
Berlin (Tegel)
Cardiff/Wales
London (Heathrow)
Bristol
Rotterdam
Southampton
Eindhoven
GERMANY
Antwerp
Guernsey (seasonal)
Brussels
BELGIUM
Frankfurt
Jersey (seasonal)
Luxembourg
Paris (Ch. de Gaulle)
Paris (Orly)
Strasbourg
Stuttgart
Basel/Mulhouse
SWITZERLAND
FRANCE
Venice
Lyon
Turin
ITALY
Bologna
Toulouse

Air UK


KLM and Northwest Partner Airline
Bergen
NORWAY
Stavanger
Inverness
Aberdeen
DENMARK
Glasgow
Edinburgh
Copenhagen
Newcastle
Belfast
Teesside
UNITED KINGDOM
Leeds/Bradford
Humberside
IRELAND
Manchester
Hamburg
Norwich
THE NETHERLANDS
Birmingham
London (Heathrow)
London (Stansted)
Amsterdam
Southampton
London (City)
Rotterdam
GERMANY
Düsseldorf
BELGIUM
Guernsey (seasonal)
Brussels
Jersey (seasonal)
Paris (Ch. de Gaulle)
Munich
FRANCE
ITALY
Milan

Eurowings


KLM and Northwest Partner Airline
DENMARK
Westerland/Sylt (Some routes seasonal)
Rønne/Bornholm (seasonal)
Manchester
Hamburg
UNITED KINGDOM
THE NETHERLANDS
Amsterdam
Hannover
Berlin (Tempelhof)
Poznan
GERMANY
POLAND
London (Gatwick)
Münster/Osnabrück
Paderborn-Lippstadt
Dresden
Wroclaw
Düsseldorf
Dortmund
BELGIUM
Leipzig Halle
Katowice
Guernsey (seasonal)
Cologne Bonn
Hof
Prague
Krakow
Brussels
Bayreuth
Frankfurt
CZECH REP.
Jersey (seasonal)
Nuremberg
Stuttgart
Paris (Ch. de Gaulle)
Munich
Zurich
FRANCE
SWITZERLAND
Venice (seasonal)
Florence (seasonal)
Bastia (seasonal)
ITALY
Olbia (seasonal)

By Rebecca Day

The Tale of the Tape

To most people, the name TDK is synonymous with blank audiotapes, videocassettes, floppy disks and other recordable media used in consumer electronics and computing. In fact, recording media represent only about a quarter of the Tokyo-based company's annual sales, which were posted at $4 billion for the last nine months of 1996. The rest of the company's diverse portfolio derives from the components, materials, semiconductors and devices used not only in recording hardware such as hard drives, but in telecommunications and local area network (LAN) products as well. In the United States, TDK Electronics president Kenjiro Kihara is constantly confronting the challenges of supplying and improving upon existing media while remaining on the cutting edge of developing technology.

With the advent of recordable compact discs, the days of the audiotape and videocassette might seem numbered. However, TDK Electronics U.S. president Kenjiro Kihara says we haven't seen the last of these foot soldiers of the digital revolution.

Q *As a leading supplier of blank recording media, TDK has to juggle supplying existing formats while investing in developing ones. Let's start with one of the most enduring formats, the audiocassette. How does TDK see this format evolving over the next few years?*

A There is no doubt analog audiocassette demand has begun declining worldwide. This is because of the popularity of other types of music carriers, specifically compact discs and MiniDiscs.

Q *But hasn't the MiniDisc fallen short of its potential in the United States?*

A Though the MiniDisc is not very popular in the United States, it has been warmly embraced in other parts of the world, especially in Japan. Nonetheless, audiocassettes continue to sell at high levels, and I believe they will continue to be popular for many years to come. The reason is simple: Analog audiocassette is an extremely high-quality and inexpensive music recording medium.

Today, no other medium can match the analog audiocassette in these two key criteria. Although our company is working vigorously in digital and optical recording technologies, we certainly have no intention of stopping our research and development work in analog audiocassettes. For millions of consumers around the world, the analog audiocassette will continue to be the preferred recording choice.

Q *What about VHS cassettes?*

A In analog video, full-size VHS cassette demand is consistent and stable. In the Pan-American market, we even see slight increases in VHS demand. Again, we see analog recording as representing an extremely cost-effective choice. Standard-grade VHS cassettes today cost only about $2 and give people six hours of recording time. Add to this the huge installed base of VHS recorders, and I'm confident we'll continue to see VHS tape remain the world standard in video recording for many years to come. An important trend, however, is the growing popularity of higher-grade, higher-performance VHS tapes due to the increasing popularity of higher-quality video sources such as direct-broadcast satellite.

Q *How do you think the coming introduction of the digital video camcorder will affect tape sales?*

A The entire family of camcorder cassettes is showing healthy growth worldwide. In the U.S., the new digital format may soon play a very significant role. In Japan, consumers are embracing the new digital video [DV] camcorder format.

continued on page 114

Black Tie Valet
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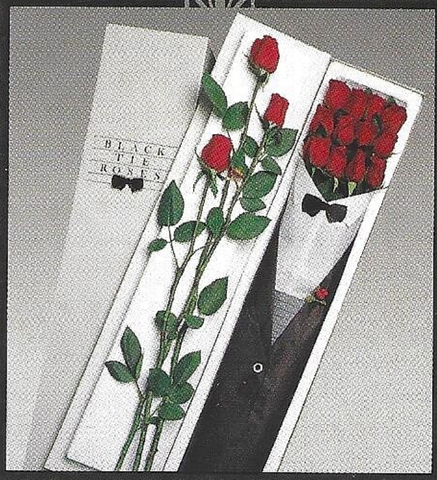

Black Tie Roses
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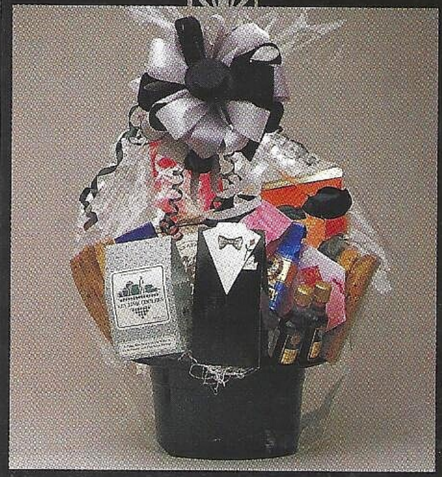

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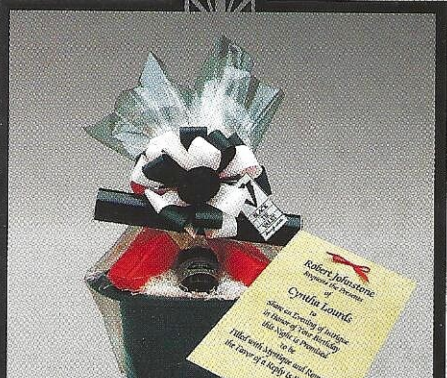

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**No additional shipping charge if ordered with roses or gift baskets

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Prices Subject to Change

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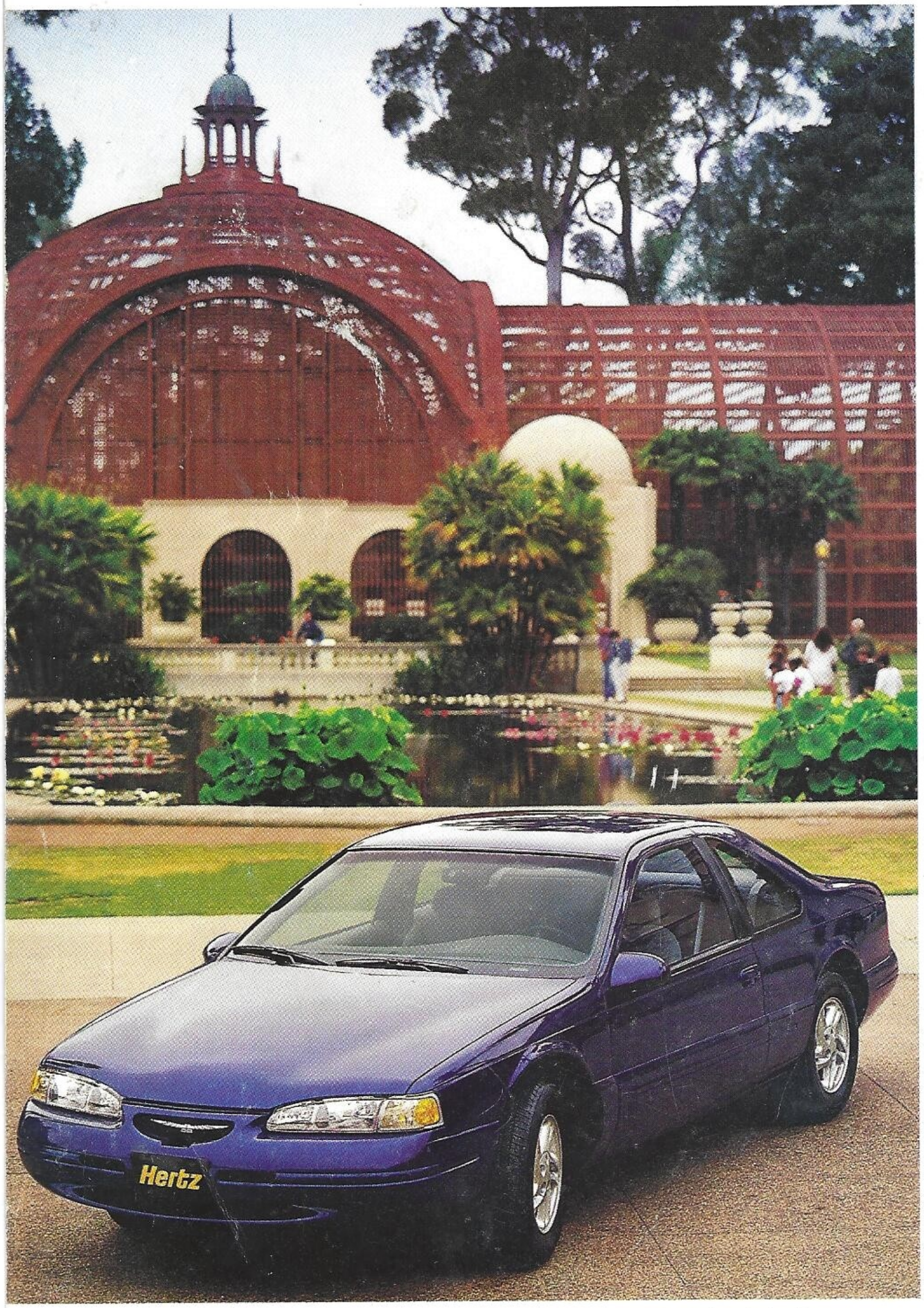
$3 ago this was a compact.



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